

ABSTRACT

In higher education, teacher evaluation is done in every semester in order to know their teaching quality. Hence, the purpose of this study is to know whether teacher's evaluation is fair/ unbiased or there is a hidden element of impression management tactic affecting the students' perception of teacher performance evaluation. For this study quantitative method is applied and the data was analyzed through citation analysis and Statistical Package of Social Sciences (SPSS). The result of this study concludes that in the category of non-instructional factors, instructor-related factor has more impact on teacher evaluation practice and administrative-related factor has less impact. Moreover, in the category of instructional factors, knowledge about the subject matter has more impact on teacher evaluation practice and teaching method has less impact and Impression management tactics partially mediates the association between the students' perception of teacher and teacher evaluation practice and found that top three impression management tactics that teachers employ at university level are: self-promotion, intimidation and supplication. This study is based on the students of Mehran University of Engineering and Technology, Jamshoro, Sindh and is done on the basis of cross-sectional data. The findings of this suggests that while looking into evaluation forms filled by students for a teacher and making decisions on the basis of it, management should keep in mind that there are number of factors for instance; (impression management tactics) affecting the teacher evaluation practice. Therefore, this study offers awareness to the management regarding the factors like impression management tactics which can make evaluation report of a teacher either good or poor. The study makes valuable involvement to the field of human resource management, more specifically to the field of teacher/ faculty performance measurement and impression management.

Key Words

Teacher evaluation practice, Higher education institutions, Quality enhancement cell, Impression management tactics, Citation analysis