CHAPTER 21

Behavioural Signals

Yuri Mishina,
Imperial College Business School
South Kensington Campus
London SW7 2AZ, United Kingdom
Email: y.mishina@imperial.ac.uk

Maxine (Yinmiao) Yu
NEOMA Business School
59 Rue Pierre Taittinger,
Reims 51100, France
Email: maxine.yu@neoma-bs.fr

Sven Mikolon,
Imperial College Business School
South Kensington Campus
London SW7 2AZ, United Kingdom
Email: s.mikolon@imperial.ac.uk

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ABSTRACT

This chapter provides an overview of how behavioural signalling differentially impacts the formation, reinforcement, and decline of social evaluations. Drawing from prior literature, the chapter acknowledges that behavioural signalling serves as a foundational driver across various social evaluations and distil the general manner in which it works across social evaluations. It then turns to the variations and idiosyncrasies that may arise for how behavioural signalling affects different social evaluations. To this end, the chapter examines the relationship between types of behaviour, sources of behaviour, behavioural frequency, and behavioural consistency in their roles in gaining, maintaining, or removing the evaluations, as well as how possession of the social evaluation may impact interpretations of subsequent behavioural signals. It explores the significance of these features in shaping diverse social evaluations and the distinct implications for each evaluation. The chapter concludes by pointing towards promising avenues for future research at the intersection of behavioural signalling and social evaluations.

Keywords: behavioural signalling, reputation, status, legitimacy, celebrity, stigma