

## Abstract

The question of was Lee Soo-man a narcissistic leader and was S.M. Entertainment itself a narcissistic organization is investigated. A general knowledge is firstly built, followed by the applications of the theory to the Lee/S.M. Entertainment case to investigate the central research question. Secondary data is used to assess the both leader and organizational narcissistic characteristics to give preliminary answers to the central question. It is found that there is reason to believe that Lee is a narcissistic leader; however, S.M. Entertainment itself does not meet the criteria to be suspicious of a narcissistic organization. Due to the research plan not necessary to be executed, primary data was not obtained, and the preliminary answers become the final conclusion to some degree of certainty. However, to get more conclusive, reliable and valid results, the research plan is necessary to execute.

**Key words:** Narcissism, Narcissistic Leaders, Narcissistic Organizations, Soo-man Lee, S.M. Entertainment

**Research theme:** Narcissistic CEOs and Narcissistic Organizations

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