



**UNIVERSITI UTARA MALAYSIA**

**COLLEGE OF BUSINESS MANAGEMENT**

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***Topic:***

***THE RELASHIONSHIP BETWEEN  
PERSONALITY AND EMPLOYEE  
MOTIVATION IN ORGANISATION IN  
LIBYA***

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## **Abstract**

This study is conducted to study the relationship between personality and employees' motivation in Libya. A survey method of data collection was used on one hundred and eighty employees of five SME'S in Libya. One hundred and forty two questionnaires were returned to which descriptive statistics was used to ascertain the personal information/demographic factors of the respondents. Pearson correlation was conducted on the independent variables (personality) and the dependent variable (motivation). The subsequent result shows some significant relationship between extroversion and need for achievement and need for power. Neuroticism is related to only need for affiliation and need for power, agreeableness is related to need for achievement and power, openness is related to only need for affiliation and finally consciousness is related to only need for achievement. In the multiple regression, agreeableness made the largest contribution in explaining the need for achievement, openness made the largest contribution in explaining the need for affiliation and neuroticism contributed most in explaining the need for power and finally recommendations were also being discussed.

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## **CHAPTER ONE**

### **1.1 Introduction**

According to Furnham (2002) as cited in Furnham, Eracleous and Chamorro-Premuzic (2009) It has generally been the aim of work psychology to conduct a study as to uncover the reasons why individuals are different in their motivation to work, as well as the way individuals differences interact within organisational/situational factors which goes a long way to influence individual satisfaction and motivation. The idea of productivity improvement in organisation requires more than the idea of just customer service, technology, decentralization, or the vast process reengineering. Whether these approaches succeed or fail depend largely on the motivation of the employees who are asked to implement them (Islam & Ismail, 2008). According to Steers and Porter (1983) as cited in Islam & Ismail, (2008) Organisations managers have the responsibility in the bid to create a proper climate to which employees can develop their motivation and to their fullest potential. Failure to provide such an enabling climate would generally increase employee frustration and therefore could result in poorer employee performance, lower job satisfaction, which leads to an increased withdrawal from the organization.

As had generally been reported, by Mitchell (cited in Islam and Ismail, 2008), that the term motivation is derived from the Latin word “movere” which means to move. Motivation is what takes us from boredom to interest. It is like situations of the steering wheel of a vehicle which directs our activities. Motivation represents the psychological processes that trigger the arousal, direction hence persistence of voluntary activities which are goal oriented. Also as cited in Islam



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