THE RELATIONSHIP BETWEEN PERSONALITY TRAITS, CAREER STRATEGIES AND CAREER SUCCESS: A STUDY AMONG STAFFS IN PERMINTEX SANKO TECHNOLOGIES SDN BHD

A thesis submitted to the Faculty of Business Management in fulfillment of the requirements for the degree of
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ABSTRACT

The main objective of this study is to examine the relationship between individual personality traits, career strategies and career success. The four dimensions that measured individual personality traits were agreeableness, openness to experience, extraversion and conscientiousness. The three dimensions that measured career strategies were enhancing promotability, strengthening external contacts and improving image with superiors. While, the dimension that measured career success were subjective career success. Data were gathered through questionnaire survey of employees at Permintex Sanko Technologies Sdn Bhd. Correlation analysis were used to examine the relationship between individual personality traits, career strategies and career success. The results indicated that individual personality traits were positively correlated with career success. But, only three individual personality traits dimensions with positively correlated with career success, namely agreeableness, openness to experience and conscientiousness. The correlation results indicated that there were relationship between career strategies and career success. The three of the career strategies dimensions were positively correlated with career success, namely strengthening external contacts and improving image with superior. The findings were discussed and recommendations for the future research were also addressed.

ABSTRAK

Objektif utama kajian ini adalah untuk melihat hubungan di antara ciri-ciri personaliti individu, strategi kerjaya dengan kejayaan kerjaya. Terdapat empat dimensi yang mengukur ciri-ciri personaliti individu yang dibincangkan di sini iaitu persetujuan, berfikiran terbuka terhadap pengalaman, keterbukaan dan kesungguhan. Tiga dimensi yang mengukur kerjayaan kerjaya ialah peningkatan kebolehpasaran, memperkuatkan hubungan luaran dan memperbaiki imej dengan ketua. Sementara dimensi yang mengukur kejayaan kerjaya ialah kejayaan kerjaya yang subjektif. Data dikumpul melalui soal selidik yang diedarkan kepada staf Permintex Sanko Technologies Sdn Bhd. (n = 65). Analisis kolerasi dilakukan untuk menguji perhubungan di antara ciri-ciri personaliti individu, strategi kerjaya dengan kejayaan kerjaya. Dapatan kajian menunjukan bahawa ciri-ciri personaliti individu mempunyai hubungan yang positif dengan kejayaan kerjaya. Tetapi, hanya tiga dimensi ciri-ciri personaliti individu yang mempunyai hubungan positif dengan kejayaan kerjaya iaitu persetujuan, berfikiran terbuka terhadap pengalaman dan kesungguhan. Selain itu, keputusan kolerasi juga menunjukan terdapat hubungan yang di antara strategi kerjaya dan kejayaan kerjaya. Ketiga-tiga dimensi strategi kerjaya menpunyai hubungan yang positif dengan kejayaan kerjaya iaitu peningkatan kebolehpasaran, memperkuatkan hubungan luar dan memperbaiki imej dengan ketua. Perbincangan tentang dapatan kajian dan saranan untuk kajian yang akan datang juga diberikan.

DEDICATION

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ABBREVIATION

Abbreviation	Description of Abbreviation
IT	Information Technology
U.S	United States
CSC	Career Success
CST	Career Strategies
PT	Personality Traits
CSI	Career Strategies Inventory
CEO	Chief Executive Officer
IPIP	International Personality Item Pool
FFM	Five-Factor Model
PCS	Perceived Career Success
MSc	Masters of Science Management
SPSS	Statistical Package for Social Science
ANOVA	Analysis of Variance

CHAPTER 1

BACKGROUND OF THE STUDY

1.0. Introduction

This chapter presents the background of the research, problem statement, objective of the study, research questions, statement of hypotheses, significance of the study, scope of the study and definition of variables and terms. The sequences of the study starting from chapter one to five is also included.

1.1 Background of the Research

Career success is a topic that has received lots of attention from many researchers. Many articles and research studies have been published recently concerning the issues of individual career success. Researchers such as Gould and Penley (1984), Greenhaus *et al.* (1990), and Nabi (1999; 2001; 2003) are some of the experienced scholars in this field (particular regarding individual career success). They have wrote, described, analyzed, researched and produced articles on the issue of career success. Beside them, there are few of researchers who had done similar topic or subject such as Judge *et al.* (1999), Lau and Pang (2000), Bozionelos (2004), and Ng

The contents of the thesis is for internal user only

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