Uncovering the big five model personality traits and organization identification

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Abstract

Personality differences affect employees’ tendencies to act, react and identify with the organization. This research study aims at exploring and analyzing the effect of personality traits using the Big five model on organization identification. Review and analysis of extant literature was conducted to identify the research gap and problem. The research hypothesis was developed through qualitative approach (focus groups), and a pilot study. It was assumed that personality traits of the Big five model will have an effect on organization identification. A number of 900 questionnaires were distributed through a specialized organization in data collection among multi-sectorial domains (industrial, services, governmental, educational and healthcare). Sound and reliable published research measures were adopted considering common method bias. Statistical analysis and results revealed an effect between both constructs. Discussion and research recommendations were proposed.

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