CHAPTER 1

INTRODUCTION

1.1 OVERVIEW

In today’s highly dynamic commercial work, it is becoming a challenge for jobseekers to find jobs that best fit their personality, and for employers to hire the right people who can do the job and also integrate well into the company culture. Failure to address this issue can result in high turnover of employees. This is quite evident in Malaysia as the Malaysian Employers Federation (Malaysian Employers Federation 2004, 2005) reports that the annual labour turnover rates for 2003 and 2004 were high, approximately 17 per cent and 16 per cent, respectively.

From the perspective of opportunities, the recruitment firm Robert Walters (2006) observes in their market salary survey report that the relatively low cost of employment and infrastructure, and the Government’s initiatives to attract foreign businesses through its Multimedia Development Corporation (MDEC) and Multimedia Super Corridor (MSC), has led to the establishment of shared services, call centres, outsourcing and back-office operation centres in Malaysia. This increases the need to hire the right people for the right job, and sustain foreign investors’ interest in Malaysia.

In order to increase the chances of job seekers in finding the right job and for employers in hiring the right people, personality traits and leadership styles theories have been used. Berg and Theron (2003) state that an organisation’s effectiveness depends on the collective personality profiles of their employees. European employers strongly believe in this, and applicants for jobs are required to submit handwritten
resumes for handwriting analysis. This allows employers a way of determining the personality traits of the applicants (Kohn, 2003).

Large corporations such as Intel are already subscribing to personality traits survey such as the Dominance, Influence, Steadiness and Compliance (DISC) profile study to help employees understand their strengths and weaknesses. In doing so, employees can develop strategies to meet the demands of their environment (Viatech Global, 2006).

In view of the above, an IT-based application that can describe the personality traits and leadership styles of students and job seekers will greatly help in narrowing down the types of jobs that best fit their personality traits and leadership styles.

From the perspective of the employers, such an application will provide useful information on the personality traits and leadership styles of potential applicants seeking to join their organisation. This will allow employers to employ people who can fit into the culture of the company, thus, enhancing the prospect of creating a good employer-employee relationship within the company.

1.2 PROBLEM STATEMENTS

As mentioned in Section 1.1 above, the high turnover rate in Malaysia highlights the challenge for jobseekers to find the job that best fit their personality, and for employers to hire the right people who can do the job and also integrate well into the company culture. Students and fresh graduates are also facing challenges in selecting a career that best fits their personality.

Organisations in Malaysia can benefit immensely by using personality traits and leadership styles theories to gauge the personality types and leadership styles of job applicants before actually employing them. A study carried out by SHAPE Consulting in partnership with Portland Human Resource Management Association, reveals that the
results from a personality assessment can be used as effective predictors of job performance (PHRMA, 2004).

A computer-based application that integrates personality traits and leadership styles theories will be very valuable to any organisation seeking the right people with the right personality and the right competencies.

The development of such a system could help to reduce the high employee turnover rates as reported by The Malaysian Employers Federation as stated in Section 1.1, above.

1.3 PROJECT OBJECTIVES

This project aims to develop a personality traits and leadership styles analysis system that can be used to:

i. Determine the personality traits and leadership style of a person.

ii. Suggest possible career types based on the personality traits and leadership style of a person.

1.4 PROJECT SCOPES

The scopes of the project are as follows:

i. The Big Five personality traits theory is adopted as the theory of choice to determine the personality traits of a person.

ii. The Hersey and Blanchard’s Situational Leadership theory is adopted as the theory of choice to gauge the leadership style of a person.

iii. The John Holland’s theory is adopted as the theory of choice to suggest career options to a person.
iv. A survey will be conducted and a minimum of 200 samples will be collected for data analysis. The sample data will be collected in the Klang Valley area.

v. English is used for the instructions of the personality traits and leadership styles analysis system.

1.5 PROJECT ASSUMPTION

It is assumed that all the participants in the survey will answer the survey questions in a honest and truthful manner.

1.6 PROJECT SCHEDULE

This project is expected to be completed in 25 months, beginning in December 2005 and ending in December 2007. The project schedule is shown in Figure 1.1.

![Figure 1.1: Project Schedule]
1.7 DISSERTATION CONTENT

This dissertation consists of eight chapters, as outlined below.

Chapter 1: Introduction

This chapter introduces the project problem statement, project objectives, project scopes and project schedule.

Chapter 2: Literature Review

This chapter documents information describing domain concepts of personality traits, leadership style measurement, career selection, and the software tools such as .NET and SQL Server database that are relevant in the development of a personality traits and leadership styles analysis system.

Chapter 3: Review on the Big Five Personality Traits and Situational Leadership Theories

This chapter describes how both the Big Five personality traits and Situational Leadership theories will be used to score participants’ responses to survey questions, and how the scores will be presented.

Chapter 4: Research Methodology

This chapter describes the methods used throughout this project to facilitate smooth and structured execution of various research activities.
Chapter 5: Requirements Analysis

This chapter documents the functional and non-functional requirements of PL-Analyser to meet the system objective and scopes of this project. The use case diagram that describes the functions that the PL-Analyser system must perform is included in this chapter.

Chapter 6: System Design and Development

This chapter describes the various design aspects of the PL-Analyser system which include the system architecture, database design, user interface design and the development tools used.

Chapter 7: System Testing

This chapter documents the testing techniques and approaches used to test the PL-Analyser system and presents the actual test results.

Chapter 8: Data Collection and Analysis

This chapter documents the findings derived from the data captured by the PL-Analyser system. Evaluation is done to determine the opinion of survey participants on how well the survey results produced by the PL-Analyser system describes their personality traits and leadership styles as well as the usability of the Big Five personality traits theory, Situational Leadership theory and RIASEC code theory.
Chapter 9: Discussions and Conclusion

This chapter describes the problems encountered, strengths, weaknesses and future enhancements of the PL-Analyser system and ends with a conclusion.

1.8 SUMMARY

This chapter explains the problem statements, project objectives, project scopes, and the schedule of the project. This chapter also gives a summary on the content of each chapter.