

Impact of Big Five Personality Traits on Employee Job Involvement in Brandix Apparel Solutions Limited-Intimate Apparel, Welisara

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Job Involvement has become a popular topic in Human Resource Management as well as the modern business context. Presently, many organizations pay their attention on employee Job Involvement since it is a crucial factor for any organization's success. The researcher carried out a pilot survey and revealed that there is lack of job involvement within the employees of Brandix Apparel Solutions Limited – Intimate Apparel (BASL-IA) in Walisara. Based on the literature, the researcher has used Big Five Personality Traits to find out whether there is an impact on employee job involvement. Among 702 employees in BASL-IA, 200 employees were taken as the sample using stratified sampling method and data was gathered through a self-administrated questionnaire. Data was analyzed using multiple regression by taking job involvement as dependent variable and neuroticism, extroversion, openness to experience, conscientiousness, and agreeableness as independent variables which are Big Five Personality Traits by taking the support of Statistical Package for Social Sciences (SPSS) 21. The results of the study conveyed that there is a positive impact of extroversion, openness to experience, and conscientiousness on job involvement while neuroticism reported a negative impact on job involvement. Further, it was revealed that there is no any impact of agreeableness on job involvement. Among the significant personality traits extroversion trait was found as highly affected trait on employee job involvement. From the study, it was recommended to the management of BASL-IA to consider the employee personality traits more when they formulate personal development plans, training sessions, and job roles to employees.

Keywords: Agreeableness; Conscientiousness; Extroversion; Neuroticism; Openness to Experience