



## Personality and Locus of Control Among Business Administration Students

### KEYWORDS

Business administration, Personality, NEO Five Factors, Locus of Control.

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**ABSTRACT** The study was conducted to analyze the personality and locus of control among Business administrative students (30 male and 30 female). Assessment of personality was done using NEO FFI developed by Costa and McCrae (1991), locus of control using Levenson's Locus of Control Scale developed by Levenson (1972). The data was analyzed by using descriptive statistics and Independent 't' test. The findings of the study indicated that there is no significant difference between male and female Business administration students in various dimensions of personality such as neuroticism, extraversion-introversion, openness, agreeableness and conscientiousness. On locus of control business administration male and female students were found to have External locus of control and no significant difference was found in chance control and individual control.

### INTRODUCTION

The word "personality" originates from the Latin *persona*, which means mask. Personality also refers to the pattern of thoughts, feelings, social adjustments, and behaviors consistently exhibited over time that strongly influences one's expectations, self-perceptions, values, and attitudes. It also predicts human reactions to other people, problems, and stress. "Personality is the dynamic organization within the individual of those psychophysical systems that determine his characteristic behavior and thought" (Allport, 1961). "The characteristics or blend of characteristics that make a person unique" (Weinberg & Gould, 1999).

### Big Five personality traits

The **Big Five personality traits**, also known as the **five factor model (FFM)**, given by Costa & McCrae. The five factors have been defined as: openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism, often listed under the acronyms OCEAN or CA-NOE.

**Openness to experience:** (*inventive/curious vs. consistent/cautious*). Appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. Openness reflects the degree of intellectual curiosity, creativity and a preference for novelty and variety a person has. It is also described as the extent to which a person is imaginative or independent, and depicts a personal preference for a variety of activities over a strict routine. High openness can be perceived as unpredictability or lack of focus.

Individuals with high openness are said to pursue self-actualization specifically by seeking out intense, euphoric experiences, such as skydiving, living abroad, gambling. Individuals with low openness seek to gain fulfillment through perseverance, and are characterized as pragmatic and data-driven-sometimes even perceived to be dogmatic and closed-minded.

### Conscientiousness:

(*efficient/organized vs. easy-going/careless*). A tendency to be organized and dependable, show self-discipline, act dutifully, aim for achievement, and prefer planned rather than spontaneous behavior. High conscientiousness is often perceived as stubborn and obsessive. Low conscientious-

ness are flexible and spontaneous, but can be perceived as sloppy and unreliable.

**Extraversion:** (*outgoing/energetic vs. solitary/reserved*). Energy, positive emotions, assertiveness, sociability and the tendency to seek stimulation in the company of others, and talkativeness. High extraversion is often perceived as attention-seeking, and domineering. Low extraversion causes a reserved, reflective personality, which can be perceived as aloof or self-absorbed.

**Agreeableness:** (*friendly/compassionate vs. analytical/detached*). A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. High agreeableness is often seen as naive or submissive. Low agreeableness personalities are often competitive or challenging people, which can be seen as argumentative or untrustworthy.

**Neuroticism:** (*sensitive/nervous vs. secure/confident*). The tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, and vulnerability. Neuroticism also refers to the degree of emotional stability and impulse control. High need for stability manifests as a stable and calm personality, but can be seen as uninspiring and unconcerned. Low need for stability causes a reactive and excitable personality, often very dynamic individuals, but they can be perceived as unstable or insecure.

### Locus of control

It refers to the extent to which individuals believe they can control events affecting the individual (Julian Rotter). A person's "locus" (Latin for "place" or "location") is conceptualized as either internal (the person believes they can control their life) or external (meaning they believe their decisions and life are controlled by environmental factors which they cannot influence, or by chance or fate). Locus of Control is an aptitude that to be relevant control in excess of outcomes. People considering themselves able to control their outcomes are known as internal or possessing internal Locus of Control. External or individuals with external Locus of Control considered their outcomes beyond of their control. Individual with internal Locus of Control have high motivation for achievement and low outer directedness. On the other side externals always keep trying

to search out explanations for their failures. We may also refer internals as "self control" or "self determination".

In the recent time the study of human resources is of great importance in the corporate and organizations to develop interpersonal relationships, personality development, leadership training etc. The researchers have studied personality and psychosocial factors among student population in different streams. In a study, Cetinkalp (2010) examined the relationship between locus of control and the achievement goals among the student population. Kaur (2013) analyzed personality and achievement motivation among engineering students. The results revealed conscientiousness and extraversion differentiates between boys and girls with high achievement motivation. Zeidi and Mohsin (2013) studied locus of control among graduate students. Men were found to be high on internal locus of control than women. Mokhtari and Haghi (2014) compared five personality factors between athletes and non-athlete students. The athlete students were found to be high on extraversion, agreeableness and conscientiousness and low in neurotic behavior. Naik (2015) studied locus of control among college students by considering gender, locality and course of study. The results did not reveal significant difference in locus of control. The overall review indicated that the studies are sparse on business administration students on personality and locus of control. Therefore the present study explores five dimensions of personality such as Neuroticism, Extraversion, Openness, Agreeableness and Conscientiousness and Locus of Control with reference to gender in Indian socio-cultural context.

## OBJECTIVES

- To study the gender differences among Business administration male and female students on Personality.
- To study the gender differences among Business administration male and female students on Locus of Control.

## HYPOTHESES

- There is no significant gender difference among Business administration male and female students on Personality.
- There is no significant gender difference among Business administration male and female students on Locus of Control.

## METHOD

**Design:** The personality dimensions and locus of control have been explored among the Business administration male and female students, and used between group design.

**Sample:** A total of 60 Business administration students (30 male and 30 female) belonging to the age group 21-25 years were selected using simple random sampling.

## Variables

Independent variable: Gender and MBA course.

Dependent variable: Personality dimensions as measured by NEO Five Factor Inventory and Locus of control as measured by Levenson's Locus of Control Scale.

## TESTS

### 1. NEO FFI (McCrae and D' Costa, 1991)

It is a 5-point Likert type scale consisting of 60 statements, measuring 5 dimensions of personality – Neuroticism, Extraversion, Openness, Agreeableness and Conscientiousness.

**Scoring:** Five dimensions are measured by the test. The response sheet is modelled in such a way that each column measures one dimension i.e Neuroticism, Extraversion, Openness, Agreeableness and Conscientiousness, with the help of scoring key raw scores are obtained for all five dimensions. By plotting these raw scores on the profile sheet, T-score and interpretation is obtained.

**Reliability:** Internal consistency and test-retest reliability are the most commonly used indices of the reliability of the test. Internal consistency, calculated as co-efficient alpha. The co-efficient alpha calculated for various dimensions of NEO Five Factors are given. For Neuroticism it ranges from 0.69-0.86, Extraversion: 0.74-0.82, Openness: 0.60-0.87, Agreeableness: 0.69-0.90 and Conscientiousness: 0.70-0.82.

**Validity:** Construct validity for entire pattern of the scale was established and was found to be for Neuroticism is 0.60, Extraversion is 0.73, Openness is 0.65, Agreeableness is 0.62 and Conscientiousness is 0.34.

## 2. Locus of Control Scale (Levenson, 1972)

It is a 5-point Likert type scale consisting of 24 statements, measuring 3 aspects – powerful others, chance control and individual control.

**Scoring:** 1, 2, 3, 4 and 5 marks are allotted for the options strongly disagree, disagree, undecided, agree and strongly agree respectively. Marks of items measuring the corresponding aspects are totaled separately. Sten scores are obtained using norms.

**Reliability and Validity:** Test-retest reliability was 0.76. Correlation coefficient was 0.56 when it was validated with Rotter's Locus of Control Scale.

## PROCEDURE

The desired samples were personally contacted to get the consent to be a part of the study. The purpose of the study was briefed and rapport was established. The background information was collected in the answer sheets. The tests -NEO PI-R and Levenson's Locus of Control Scale were administered according to the instructions given in the respective manuals. The participants were allowed to clarify their doubts, if any. After the completion of responses the questionnaires were collected and subjects were thanked for their participation.

## RESULTS AND DISCUSSION

The obtained data were analyzed by using descriptive statistics and Independent 't' test. Further the results were discussed with reference to previous studies.

**Table 1**

**Mean, Standard deviation and 't' value among male and female Business Administration students on various dimensions of Personality NEO-Five Factor.**

Personality-Dimensions	Business Administration				't' value
	Male students		Female students		
	Mean	S.D	Mean	S.D	
Neuroticism	24.53	3.62	25.03	3.97	0.51 <sup>NS</sup>
Extroversion	26.17	3.91	26.43	3.29	0.29 <sup>NS</sup>
Openness	24.67	4.13	23.80	4.19	0.81 <sup>NS</sup>

Agreeableness	24.90	4.35	23.90	4.63	0.86 <sup>NS</sup>
Conscientiousness	27.60	4.11	28.03	3.57	0.44 <sup>NS</sup>

NS: Not Significant

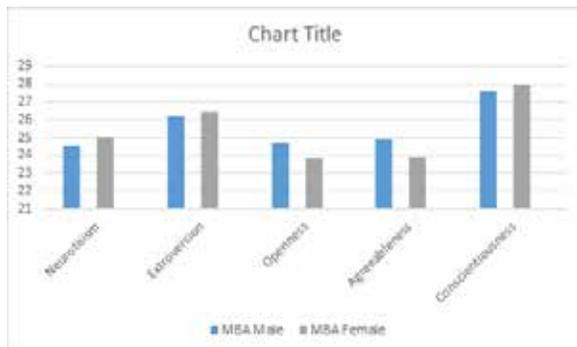


Figure 1. Mean scores of Business administration male and female students on various dimensions of Personality NEO-Five Factors.

The above table revealed there is no significant difference between male and female Business administration students on various dimensions of personality. The hypothesis formulated as there is no significant difference between male and female Business administration students on various dimensions of personality is proved. However the analysis of the different areas explored are presented below.

To study the personality the null hypothesis was formulated as "there is no significant difference between male and female Business administration students on various dimensions of personality such as Neuroticism, Extraversion, Openness, Agreeableness and Conscientiousness". The following corollary hypotheses for different areas of personality were formulated.

**Corollary hypothesis 1:** "There is no significant difference between male and female Business administration students on neuroticism".

Business administration male and female students did not differ significantly in the neurotic dimension of personality. However, both the groups were found to be high on Neuroticism facet indicating anxiety, worry, tension, apprehensive and defensive.

**Corollary hypothesis 2:** "There is no significant difference between male and female Business administration students on Extroversion".

Business administration male and female students did not differ significantly in the extroversion dimension of personality. However, both male and female Business administration students were found to be moderately active, show enthusiasm, value privacy, sociable, warm and outgoing.

**Corollary hypothesis 3:** "There is no significant difference between male and female Business administration students on openness".

Business administration male and female students did not differ significantly in the openness dimensions of personality. However both the groups were found to be practical, insightful, idealistic and unconventional.

**Corollary hypothesis 4:** "There is no significant difference between male and female Business administration students on agreeableness".

Business administration male and female students did not differ significantly in the agreeableness dimension of personality. However both the groups were found to be generally warm, trusting, competitive, co-operative and avoid conflict.

**Corollary hypothesis 5:** "There is no significant difference between male and female Business administration students on conscientiousness".

Business administration male and female students did not differ significantly in the conscientiousness dimension of personality. However both the groups were found to be efficient, confident, organized, ambitious, enterprising, industrious and always strive to achieve goals.

**Table 2**  
Mean, Standard deviation and 't' value among Business Administration male and female students on Locus of control.

Dimensions	Business administration				't' value
	Male		Female		
	Mean	S.D	Mean	S.D	
Powerful others	25.37	6.67	20.97	8.25	2.27*
Chance control	22.90	7.77	22.93	8.40	0.01 <sup>NS</sup>
Individual control	24.60	6.35	25.93	6.71	0.79 <sup>NS</sup>

\*P<0.05;NS: Not significant

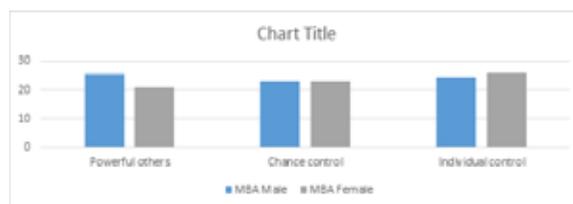


Figure 2. Mean scores of Business Administration male and female students on Locus of control.

To study the Locus of Control the null hypothesis was formulated as "there is no significant difference between male and female Business administration students on Locus of control". The Following corollary hypotheses for different areas of Locus of control were formulated.

**Corollary hypothesis 1:** "There is no significant difference between male and female Business administration students on Powerful others".

Business administration male students were found to significantly differ from female students on the area powerful others indicating they believe that their outcome is controlled by other people in the environment and other social forces.

**Corollary hypothesis 2:** "There is no significant difference between male and female Business administration students on chance control". However, both male and female Business administration students did not differ significantly in the area chance control. However, both male and female Business administration students consider that Chance are random events control their outcomes.

**Corollary hypothesis 3:** "There is no significant difference between male and female Business administration students on individual control".

Business administration male and female students did not differ significantly in the area individual control. However, both male and female Business administration students indicated their current situations, rewards and personal hard work control their outcomes.

The findings of the study by Cetinkalp (2010) corroborated with the findings of the present study indicating male students reported significantly higher external LOC compared to their counterparts.

## CONCLUSIONS

- Business administration male and female students significantly did not differ significantly on neuroticism, extraversion, openness, agreeableness and conscientiousness areas of NEO five factors of personality.
- Business administration male and female students were found to be high on Neuroticism facet indicating anxiety, worry, tension, apprehensive and defensive.
- They were found to be moderately active, show enthusiasm, value privacy, sociable, warm and outgoing on Extraversion dimension.
- On openness facet, they were found to be practical, new ways of doing things, insightful, idealistic and unconventional.
- On Agreeableness dimension, they were generally warm, trusting, competitive, co-operative and avoid conflict.
- On Conscientiousness domain, they were found to be efficient, confident, organized, ambitious, enterprising, industrious and always strive to achieve goals.
- On locus of control, both male and female students were found to be high on all the three dimensions: Powerful others, Chance control and Individual Control.
- On Powerful others male students were found to be significantly higher indicating other people control their outcomes.
- Business administration male and female students consider that Chance or random events control their outcomes.
- Business administration male and female students indicated their current situations, rewards and personal hard work control their outcomes.

## SCOPE FOR FURTHER STUDY

- The study can be expanded by taking other personality variables with a larger sample for generalization
- Studies can be done by considering socio-demographic and cultural factors.

## IMPLICATIONS

- The findings of the study are highly useful in understanding the personality profile of business administration students, thereby aid in career counseling and guidance.
- Findings also help to develop a training module for personality development during the course itself which enable for better placement.

## ACKNOWLEDGEMENT

The investigator is highly indebted to Mrs. Archana Surana, Managing Trustee, GDA Foundation, Bangalore for spon-

soring the research project. I acknowledge my students Ms. Eshika A.S. and Ms. Ashwini M. for assisting in data collection.

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