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Title of thesis : Job Satisfaction as a function of personality attributes and demographic variables

## **Abstract**

**Key Words:** Job Satisfaction, Self Esteem, Risk taking ability, MSQ, Rosenberg Self Esteem,

The purpose of this study was to examine the degree of job satisfaction of a sample of BPO and IT employees. The study also aimed to identify relationships between the current levels of job satisfaction of the BPO and IT employees with 2 aspects of their personality i.e. self-esteem and risk taking ability. Demographic variables like Gender, Age, Educational Qualification, Present Designation, Organizational and Total Experience, Nature of Present job, Weekly hours and promotions received in the Organization were also reported as it related to job satisfaction and the correlation between the two was an aspect of the study as well. Job satisfaction was measured using the Minnesota Satisfaction questionnaire, Self-esteem was measured using the Rosenberg Self-Esteem Scale (1989), and risk taking was assessed by means of a short questionnaire developed for use in the present study.

### **Findings of the Research Study**

One of the key objectives of the study was to understand the overall job satisfaction in the IT and BPO industry. It was noticed that overall IT employees showed higher job satisfaction as compared to BPO employees. Correlation analysis also showed that there exists a positive significant relationship between Job satisfaction and Self esteem of the IT and BPO employees. It was also inferred that there exists negative correlation between job satisfaction and risk taking

ability and it was noticed that BPO employees have an higher appetite for taking risks as compared to IT employees. Analysis Of Variance was used to explore impact of age, gender, present managerial level, number of promotions received, experience level and nature of present job on overall Job satisfaction and the findings were detailed as part of the study

In overall conclusion of the study, despite some inherent limitations, the study gave valuable insights in studying relationship between Job Satisfaction, Self esteem and risk taking ability. The present study added substantially to the current literature that differences in personality attributes play a critical role in determining ones level of satisfaction, self esteem and risk taking ability and from a particular kind of job.