

Dimensional Personality Inventory (DPI) among the Owners of Small Scale Industries in Dindigul District, Tamil Nadu, India

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ABSTRACT

The purpose of this paper is to investigate the most influencing dimension of the personality among the small scale industries unit owners. Lack of knowledge, experience and talent in entrepreneurs is the main problem in India. India has a competitive advantage over the labor demanding processes, which can be successfully commissioned by the entrepreneurs (Samuel 2014). The study would help to identify the personality traits that influence individuals the most to choose entrepreneur as their career and to be successful. This research was conducted in Dindigul District among the small scale industries unit owners registered with the District Industries Centre (DIC), Dindigul engaged in manufacturing sector. The included sample size of the study is 316 SSI Units. The stratified proportionate random sampling was adopted to distribute the sample in the population. Structured interview schedule was used to collect data from the respondents on their Dimensional Personality Inventory (DPI). The Confirmatory Factor Analysis have been used to analyse the reliability and validity of the variables included in each factor. The respondents were asked to rate the variables at five point scale according to the order of existence among them. The results showed that the most dominating dimensions of the personality inventory are enthusiasm, sensitivity, leadership and optimism and the least influencing dimensions of the personality inventory are decisiveness, friendliness and assertiveness among the owners of the small scale industries in Dindigul district.

Keywords: Personality, Small Scale Industries, Dimensional Personality Inventory, Entrepreneurs Personality

DIMENSIONAL PERSONALITY INVENTORY (DPI) AMONG THE OWNERS OF SMALL SCALE INDUSTRIES IN DINDIGUL DISTRICT, TAMIL NADU, INDIA

INTRODUCTION

What makes an executive successful has been a central research question of organizational scientists for decades. Underlying this interest is the assumption or observation regarding the impact of executives on important issues of strategic vision, strategic positioning, strategic and tactical moves, among others aimed at improving overall organizational performance (Finkelstein and Hambrick, 1996; Hambrick and Mason, 1994). Studying personality traits however seems to be one promising stream of research that has potential for providing answers or at least shedding some light this enigma. As Whetton (2001) noted “management skills form the vehicle by which management strategy, practice, tools and techniques, personality attributes and style work to produce effective out come in organizations”.

Entrepreneurs play a significant role in the complete growth of our country economic development. Entrepreneurs are individuals who are often deliberated as a person who initiates taking risks and starts his own business. He gazes for occasions and snatches prospects mainly for commercial gains. Entrepreneurs are action driven, highly self-motivated individuals who take risks to achieve goals (Samuel Thavaraj 2015).

Personality traits play an important role for the success of an individual career especially entrepreneurship. Hence an attempt is made by the researcher to identify the influence of the dimensions of the personality traits among the small scale industries owners.

OBJECTIVES OF THE STUDY

The objective of the study is to identify the influence of the dimensions of personality among the owners of small scale industries in Dindigul District.

METHODOLOGY

The study is confined with the owners of the small scale industrial (SSI) units registered with the District Industries Centre (DIC) engaged in manufacturing process located in Dindigul District. In total there are 4380 SSI units registered with District Industries Centre (Dindigul) - Service Industries – 1215, Manufacturing industries – 1516 and Not able to identify (Only Owners Name is provided) – 1649.

LIMITATION OF THE STUDY

As this study was conducted in Dindigul District, generalization of the results need to be supported by similar studies conducted in other areas.

SAMPLING PROCEDURE

The sampling procedure consists of determination of sample size and sampling procedure. The sample size of the study is determined by $n = \frac{N}{Ne^2 + 1}$ whereas n-sample size, N-population, e-error of acceptance. In the present study $n = \frac{1516}{1516(.5)^2 + 1} = \frac{1516}{4.79} = 316.45$. The included sample size of the study is 316 SSI Units. The stratified proportionate random sampling was adopted to distribute the sample in the population. These are presented in Table 1.

TABLE 1
Distribution of Population and Sample of the SSI units in Dindigul District

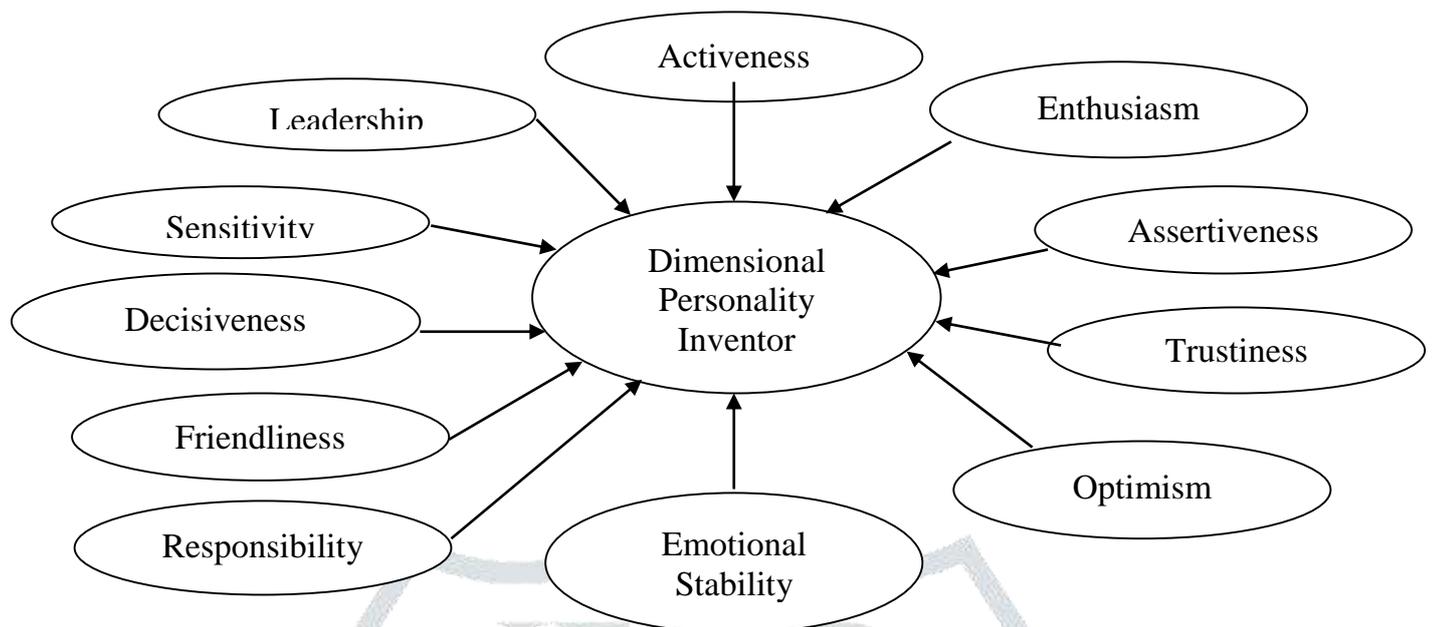
Sl.No.	Blocks	Total number of manufacturing units	Sample
1.	Dindigul	687	144
2.	Shanarpatti	10	1
3.	Athoor	63	13
4.	Reddiarchatram	25	5
5.	Natham	50	10
6.	Nilakkottai	170	35
7.	Bathlakundu	44	9
8.	Kodaikkanal	27	6
9.	Palani	211	44
10.	Oddanchatram	70	16
11.	Thoppampatti	10	1
12.	Vedasandur	65	14
13.	Vadamadurai	69	15
14.	Guziliyamparai	15	3
	Total	1516	316

The random sampling was adopted to select each sample in the population at each block. The researcher has used structured interview schedule to collect data from the respondents on their Dimensional Personality Inventories (DPI).

RESULTS AND DISCUSSIONS

DIMENSIONAL PERSONALITY INVENTORY (DPI) AMONG THE SSI OWNERS

The personality inventory among the owners is one of the important determinants of the performance of the units owned by an individual. Hence it is essential to discuss the personality inventory under various dimensions. These are presented in the given figure.



The relevant variables in each DPI have been identified with the help of review of previous studies. The owners are asked to rate these variables at five point scale. Initially, the reliability and validity of variables in each DPI has been tested with the help of confirmatory factor analysis.

Activeness among the Owners

The level of activeness is one of the important components of Dimensional Personality Inventory (DPI) among the owners. The activeness among the owners has been measured with the help of seven related statements. The owners are asked to rate these statements at five point scale according to their level of acceptance. The assigned marks on these scales are from 5 to 1. The score of the seven variables in activeness have been included to examine the reliability and validity of variables in it. The confirmatory factor analysis has been applied to examine it. The results are given in Table 3.

TABLE 3
Reliability and validity of variables in Activeness

Sl. No.	Variables in Activeness	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
1.	Try to do work properly as possible	0.8917	4.9088*	0.7824	55.02
2.	Properly do the work even I am sick	0.8144	4.5267*		
3.	Can't imagine job less situation	0.7502	3.6674*		
4.	Don't give up work even it is difficult	0.7117	3.2084*		
5.	Perfectly complete the work compared to others	0.6802	2.9199*		
6.	Easily and quickly finish the work	0.6518	2.7088*		
7.	Engaged in all time	0.6291	2.3451*		

Cronbach alpha 0.8149.

*Significant at five per cent level.

The included seven variables in activeness explain it to the extent of 81.49 per cent since its cronbach alpha is 0.8149. The standardized factor loading of the variables in activeness is varying from 0.6291 to 0.8917 which reveals the content validity of the construct. The 't' statistics of the standardized factor loading of the variables in activeness are significant at five per cent level which reveals the convergent validity. It is also confirmed by the composite reliability and average variance extracted since these are greater than its standard minimum of 0.50 and 50.00 per cent respectively. The analysis reveals that the included variables in activeness explain it to a reliable extent.

Enthusiasm among the Owners

In total, there are six variables included to measure the level of enthusiasm among the owners. The owners are asked to rate these variables at five pint scale according to their level of acceptance. The score of the six variables among the owners have been included for the confirmatory factor analysis in order to test

the reliability and validity. The overall reliability has been examined with the help of cronbach alpha. The results are given in Table 4.

TABLE 4
Reliability and validity of variables in Enthusiasm

Sl. No.	Variables in Enthusiasm	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
1.	Often gather people for participating in various functions	0.9243	5.3845*	0.8309	56.42
2.	Like the jokes those are full of zeal	0.8511	4.6609*		
3.	Fully enjoy the work	0.8019	4.3941*		
4.	Like to be well dressed	0.7547	3.7377*		
5.	Often make people laugh by cutting jokes	0.7302	3.4147*		
6.	Speak out the words of my mind explicitly	0.6911	2.9909*		
Cronbach alpha 0.8718.					

*Significant at five per cent level.

The standardized factor loading of the variables in enthusiasm are greater than 0.60 which indicates the content validity of the construct. The significance of the 't' statistics of the standardized factor loading of the variables in enthusiasm shows its convergent validity. The composite reliability and average variance extracted by the construct are supporting the convergent validity since these are greater than 0.50 and 50.00 per cent respectively. The included six variables in enthusiasm explain it to the extent of 87.18 per cent since its cronbach alpha is 0.8718.

Assertiveness among the Owners

The level of assertiveness among the owners is measured with the help of six standards. Before summarizing score of all six variables in assertiveness, it is imperative to test its reliability and validity. The score of the six variables in it have been included for confirmatory factor analysis to examine the reliability and validity. The cronbach alpha has been computed to analyze the overall reliability. The results are given in Table 5.

TABLE 5
Reliability and Validity of variables in Assertiveness

Sl. No.	Variables in Assertiveness	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
1.	Speak out without hesitation with seniors	0.8708	4.3887*	0.7514	52.69
2.	Desire to lead the group	0.8144	3.9909*		
3.	Make people work according myself	0.7509	3.7805*		
4.	People consider me as proud	0.7192	3.3674*		
5.	Prefer to play a leading role is any functions	0.6509	2.6679*		
6.	Never like to be directed by someone	0.6233	2.3408*		
Cronbach alpha 0.7709.					

*Significant at five per cent level

The included six variables in assertiveness of the owners explain it to the extent of 77.09 since its cronbach alpha is 0.7709. The standardized factor loading of the variables in assertiveness are greater than 0.60 which shows the content validity of the construct. The 't' statistics of the standardized factor loading of the variables in assertiveness are significant at five per cent level which shows its convergent validity. It is also confirmed by the composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively.

Trustiness among the Owners

The trustiness of the owners has been measured with the help of five related statements. The owners are asked to rate these statements at five point scale according to the order of existence among them. The assigned scores are included for Confirmatory Factor Analysis (CFA) in order to examine its reliability and validity. The overall reliability of the construct has been examined with the help of cronbach alpha. The results are presented in Table 6.

TABLE 6
Reliability and validity of variables in Trustiness

Sl. No.	Variables in trustiness	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
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1.	I feel that all should be relied upon nowadays	0.9017	5.1084*	0.7814	54.43
2.	Accept my error even before others	0.8646	4.7339*		
3.	Everyone trust me in all aspects	0.8011	4.0173*		
4.	I feel that people are cooperating with me	0.7344	3.4192*		
5.	People feel that I speak worthy	0.6517	2.7324*		
Cronbach alpha 0.8104.					

* Significant at five per cent level.

The standardized factor loading of the variables in trustiness is varying from 0.6517 to 0.9017 which indicates the content validity. The convergent validity is proved since the 't' statistics of the standardized factor loading of the variables are significant at five per cent level and the composite reliability and average variance extracted by the construct are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The included five variables in trustiness explain it to the extent of 81.04 per cent since its cronbach alpha is 0.8104.

Optimism among the Owners

The optimism among the owners has been included as one of the dimensional personality inventory among them. The level of optimism among the owners has been measured with the help of seven related variables. The score of the seven variables have been included for CFA in order to test the reliability and validity of the optimism. The overall reliability of the variables in optimism has been examined with the help of cronbach alpha. The results are given in Table 7.

TABLE 7
Reliability and Validity of variables in Optimism

Sl. No.	Variables in optimism	Standardized factor loading	't' statistics	Composite reliability	Average variance extracted
1.	Feel that I am equal to others	0.9043	5.1482*	0.8021	56.04
2.	Have faith on myself	0.8137	4.0887		
3.	Not easily disturbed	0.7948	3.7892*		
4.	Often in relaxed mood and happy	0.7507	3.5883*		
5.	Think that there is a scope in future	0.7339	3.1384*		
6.	Feel that life is worthy at all times	0.7143	2.9097*		
7.	Have a belief to rectify to mistakes in future	0.6508	2.6814*		
Cronbach alpha 0.8348.					

*Significant at five per cent level.

The included seven variables in optimism explain it to the extent of 83.48 per cent since its cronbach alpha is 0.8848. The standardized factor loading of the variables in optimism are greater than 0.60 which indicates the content validity. The significance of 't' statistics of the standardized factor loading of the variables in optimism reveal the convergent validity. It is also confirmed by the composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The analysis reveals the reliability of the variables in optimism.

Emotional stability among the owners

The emotional stability among the owners has been measured with the help of six related variables. The owners are asked to rate the six variables at five point scale according to the order of existence among them. The score of the six variables in emotional stability have been included for CFA in order to examine the reliability and validity of variables in it. The cronbach alpha has been computed to test the overall reliability of variables in emotional stability. The results are presented in Table 8.

TABLE 8
Reliability and validity of variables in Emotional stability

Sl. No.	Variables in emotional stability	Standardized factor loading	't' statistics	Composite reliability	Average variance extracted
1.	Never feel panic	0.9247	5.2646*	0.7749	54.11
2.	Take criticisms easily and positively	0.8183	3.9949*		
3.	Take lesser time to time emotional balance	0.8022	3.8184*		
4.	Can't be disturbed by events	0.7569	3.5084*		
5.	Readiness to accept others view if it correct	0.6903	2.9979*		
6.	Not fluctuating mood	0.6145	2.0568*		
Cronbach alpha 0.8024.					

*Significant at five per cent level.

The included six variables in emotional stability explain it to the extent of 80.24 per cent since its cronbach alpha is 0.8024. The standardized factor loading of the variables in emotional stability are greater than 0.60 which reveals the content validity. The 't' statistics of the standardized factor loading of the variables in it are significant at five per cent level which shows the convergent validity. It is also confirmed by its composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The analysis infers that the included variables in emotional stability explain it to a reliable extent.

Responsibility among the Owners

The responsibility is included as one of the dimensional personality inventory of the owners. The level of responsibility among the owners has been measured with the help of five related variables. The owners are asked to rate these variables at five point scale according to the order of existence. The score of the variables in responsibility have been included for confirmatory factor analysis (CFA) in order to examine the reliability and validity of variables in it. The result of CFA and the overall reliability are shown in Table 9.

TABLE 9
Reliability and Validity of variables in Responsibility

Sl. No.	Variables in responsibility	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
1.	Want to be a reasonable persons	0.8863	4.6817*	0.7644	53.44
2.	Dusty consciousness	0.8017	3.9098*		
3.	Always ready to answer the questions	0.7544	3.4083*		
4.	Liking of accountability	0.7099	2.9969*		
5.	Never like to impose my duty on others	0.6348	2.4371*		
Cronbach alpha 0.7963.					

* Significant at five per cent level.

The standardized factor loading of the variables in responsibility is varying from 0.6348 to 0.8863 which reveals the content validity of the construct. The significance of 't' statistics of the standardized factor loading of the variables in responsibility shows the convergent validity. It is also confirmed by the composite reliability and average variance extracted. The included five variables in responsibility explain it to the extent of 79.63 per cent since its cronbach alpha is 0.7963. The analysis reveals that the included variables in responsibility explain it to a reliable extent.

Friendliness among the Owners

The friendliness among the owners is essential for the enrichment of personality of the owners and also their emotional intelligence. Hence it is included as one of the dimensional personality inventory among the owners. The level of friendliness among the owners has been measured with the help of five variables. The owners are asked to rate these five variables at five point scale according to the order of existence. The score of the variables have been included for CFA. The overall reliability is tested with the help of cronbach alpha. The results are given in Table 10.

TABLE 10
Reliability and validity of variables in Friendliness

Sl. No.	Variables in friendliness	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
1.	Easily make friendship	0.8764	4.6884*	0.7439	52.39
2.	Ready to approach any problem friendliness	0.8033	3.8144*		
3.	Treat family members as friends	0.7911	3.7962*		
4.	Faith on equal treatment	0.7249	3.0844*		
5.	Like only participatory approach	0.6708	2.8186*		
Cronbach alpha 0.7917.					

*Significant at five per cent level.

The included five variables in friendliness explain it to the extent of 79.17 per cent since its cronbach alpha is 0.7917. The standardized factor loading of the variables in it are greater than 0.60 which indicates its content validity. The 't' statistics of the standardized factor lading of the variables in friendliness are significant at five per cent level which indicates the convergent validity. The composite reliability and

average variance extracted by the construct are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The analysis infers that the included variables in friendliness explain it to a reliable extent.

Decisiveness among the Owners

The decisiveness among the owners has been included as one of the dimensional personality inventories since it has its own influence on the emotional intelligence. The level of decisiveness among the owners has been examined with the help of six related variables. The owners are asked to rate these variables at five per cent level according to the level of existence among them. The score of the five variables in decisiveness have been included for CFA for examining the reliability and validity of variables in it. The result is illustrated in Table 11.

TABLE 11
Reliability and Validity of variables in Decisiveness

Sl. No.	Variables in decisiveness	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
1.	Pooled enough to face anything	0.8667	4.6644*	0.7511	51.29
2.	Know my vision	0.8249	4.1087*		
3.	Try to work at my fullest level	0.7817	3.8994*		
4.	Evaluate the things and take a strong decision	0.7369	3.3868*		
5.	Have my own vision	0.7034	3.1441*		
6.	Have my own plan to achieve my objectives	0.6541	2.6563*		
Cronbach alpha 0.7887.					

*Significant at five per cent level.

The standardized factor loading of the variables in decisiveness are greater than 0.60 which shows the content validity of the construct. The 't' statistics of the standardized factor loading of the variables in decisiveness are significant at five per cent level which reveals the convergent validity. It is also supported by the composite reliability and average variance extracted since these are greater than 0.50 and 50.00 per cent respectively. The included six variables in decisiveness explain it to the extent of 78.87 per cent since its cronbach alpha is 0.7887.

Sensitivity among the Owners

Since the sensitivity among the owners is one of the important personality of the owners, it is included in the present study. The sensitivity of the owners may have its own influence on the emotional intelligence among them. The level of sensitivity among the owners has been measured with the help of six variables. The score of the variables in sensitivity have been included for the confirmatory factor analysis. The overall reliability has been examined with the help of cronbach alpha. The results are illustrated in Table 12.

TABLE 12
Reliability and Validity of variables in Sensitivity

Sl. No.	Variables in Sensitivity	Standardized factor loading	't' statistics	Composite reliability	Average variance extracted
1.	Sensing the events in near future	0.9309	5.1147*	0.8142	56.37
2.	Sensitivity on the events	0.8443	4.2342*		
3.	Flexibility to accommodate the situation	0.7997	3.8184*		
4.	Perceptive listening	0.7023	2.9909*		
5.	Focus on achievement	0.6549	2.5087*		
6.	Sensing others feeling	0.6108	2.0441*		
Cronbach alpha 0.8304.					

*Significant at five per cent level.

The included six variables in sensitivity explain it to the extent of 83.04 per cent since its cronbach alpha is 0.8304. The standardized factor loading of the variables in sensitivity are greater than 0.60 which reveals the content validity. The 't' statistics of the standardized factor loading of the variables in sensitivity are significant at five per cent level which reveals the convergent validity. It is also supported by the composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The analysis reveals that the included variables in sensitivity explain it to a reliable extent.

Leadership among the Owners

The leadership among the owners has been included as one of the important dimensional personality inventory. Since the leadership traits have its own influence on the level of emotional intelligence among the owners, it is included as one of the important personality profile variables. The level of leadership is measured with the help of eight related variables. The owners are asked to rate these variables at five point scale according to the order of existence. The score of the 8 variables included for the reliability and validity analysis. The results are shown in Table 13.

TABLE 13
Reliability and Validity of variables in Leadership

Sl. No.	Variables in Leadership	Standardized factor loading	t – statistics	Composite reliability	Average variance extracted
1.	Ability to lead	0.9147	5.1782*	0.7917	56.17
2.	Participative decision	0.8733	4.6082*		
3.	Task orientation	0.8408	4.1173*		
4.	Empathy on sub ordinates	0.8091	3.9148*		
5.	Motivation of others	0.7557	3.5042*		
6.	Ability to coordinate	0.7226	3.2886*		
7.	Management by exception	0.6801	2.9334*		
8.	Delegation of authority	0.6543	2.6887*		
Cronbach alpha 0.8249.					

* Significant at five per cent level.

The included eight variables in leadership explain it to the extent of 82.49 per cent since its cronbach alpha is 0.8249. The standardized factor loading of the variables in leadership varies from 0.6543 to 0.9147 which indicates the content validity. The significant of 't' statistics of the standardized factor loading of the variables in leadership indicates its convergent validity. It is also proved by its composite reliability and average variance extracted since these are greater than its minimum threshold of 0.50 and 50.00 per cent respectively. The analysis reveals that the included variables in leadership explain it to a reliable extent.

CONCLUSION

The dimensional personality inventory (DPI) of the owners have been measured under eleven dimension namely activeness, enthusiasm, assertiveness, trustiness, optimism, emotional stability, responsibility, friendliness, decisions, sensitivity and leadership. In the present study, the Confirmatory Factor Analysis has been used to analyse the validity and reliability of variables included in the dimensional personality inventory. The convergent validity was assessed with the help of average variance extracted (AVE) and Item reliability was evaluated by the size of the standardized factor loading of the variables on their corresponding factors. It can be concluded that the dimensional personality inventory is highly valid and reliable as the scores are above the minimum acceptable level. It is also understood that the most dominating dimensions of the personality inventory are enthusiasm, sensitivity, leadership and optimism among the owners of the small scale industries in Dindigul district. The least influencing dimensions of the personality inventory are decisiveness, friendliness and assertiveness.

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