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## Islamic Personality Model: A Conceptual Framework

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### Abstract

The field of personality or individual psychology has attracted a lot of researchers around the world to devote their efforts in conceptualizing, assessing, and establishing the nomological nets of various personality models and theories. However, some models and theories of personality are limited in their utilization. For example, there are a lot of instances where researchers are unable to derive a clear factor structure when applying the Big Five Personality Traits in their research works due to cultural and values incompatibility. Therefore, this paper attempts to conceptualize and develop a measure of Islamic Personality Model that addresses the issue of incompatibility through the application of both qualitative and quantitative research design. The proposed model will contribute all communities in addressing the role of Islamic Personality in psychology related fields.

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### 1. Introduction

Recently, Malaysia has undergone a tremendous development in various areas namely, manufacturing, agriculture, retail, business, banking and other types of services. The development has triggered the concerted efforts to further improve these areas by formulating the 12 National Key Results Economic Areas (NKREA). One of the 12 NKREA is on the educational transformation. The main focus is on the enhancement of Human Capital in terms of knowledge, skills and competencies or abilities so that the human capital can contribute effectively to the development of our economy and the country as a whole.

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However, the process of enhancing the human capital cannot be effectively done without the availability of the right tools to measure its achievement. To date, there are a lot of existing measures of personality traits but they are lacking of one most crucial element of generalization; consistently measuring the construct across various populations. Some studies especially those conducted in Asian countries that adapted these existing measures failed to obtain a clear structure when conducting a factor analysis. The most probable reason for the occurrence is the cultural or values incompatibility.

A study on cultural discrepancies by Hofstede and Hofstede (2005) involved five cultural dimensions of individualism-collectivism, uncertainty avoidance and masculinity-femininity, long term-short term orientation, and indulgence-restraint. They found that Malaysia scored low on individualism and high on power distance as compared to the US. Due to different cultural orientations or values, there is an urgent need to develop a specific model of Islamic Personality that is universal in nature and can explain people behaviour across cultural differences, based on the Prophet's (pbuh) farewell sermon, "All mankind is from Adam and Eve, an Arab has no superiority over a non-Arab nor a non-Arab has any superiority over an Arab; also a white has no superiority over black nor does a black have any superiority over white except by piety and good action".

## 2. Literature Review

Among the various literature streams on psychology and human behavior, the Big Five personality traits are among the most commonly tested and debated. The Big Five personality traits provide a model of personality structure that represents the co-variation among personality traits across individuals. History of the Big Five personality factors began with Catell's (1943) identification of 4,500 personality items, which are later trimmed down into 35 variables through clustering procedures. These variables formed 12 personality factors which eventually became part of his 16 Personality Factors (Catell, Eber and Tatsuoka, 1970). Catell's pioneering work was then replicated and expanded by Norman (1963) who translated them into five factor structures; extraversion, agreeableness, conscientiousness, emotional stability and culture. The term 'Big Five' was later chosen by Goldberg (1981) to emphasize that each of these factors is extremely broad, abstract and distinct in explaining personality characteristics. Goldberg (1992) used a different approach which factors are measured using bipolar adjective scales which is proven in terms of internal consistency and replicable factor structure.

Costa and McCrae (1992) provided the most comprehensive instrument of 240-item NEO Personality Inventory, Revised (NEO-PI-R), which permits measurement of the Big-Five domains. Their early analyses produced the ubiquitous Extraversion, Neuroticism and Openness dimensions which described the 'NEO' acronym. The model is later extended with the inclusion of Agreeableness and Conscientiousness factors in view of the convergence of their scale with Goldberg's adjective-based measures of the Big Five. Here, the Big Five is viewed as causal personality dispositions, since people have different individual perception based on their adaptation to the social landscape (ibid, 1992). However, this five factors model received a fair share of criticisms such as from Eysenck (1992) who highlighted that three of the five factors are intercorrelated and not all are factored analyzed at the highest level. Eysenck (1991) developed Eysenck's Personality Questionnaire (EPQR-S) to study personality characteristics by assessing three dimensions of personality: extraversion (social, carefree and impulsive), neuroticism (anxiety, moodiness and depression) and psychoticism (trusting, warm and helpful). EPQR-S is a continuity of his prior personality measures development, which is the Two Factor Model -Extraversion and Neuroticism (Eysenck, 1947) and the Three Factor Model – Extraversion, Neuroticism and Psychoticism (Eysenck and Eysenck, 1976).

The Honesty-Humility, Emotionality, Extraversion, Agreeableness, Conscientiousness, Openness (HEXACO) model was introduced by Ashton et al. (2004) by combining the elements of religiosity and personality into a single holistic view. The HEXACO model is assumed to out-predict the Big Five model with regards to a variety of variables including materialism, unethical business decisions, workplace delinquency, voting behavior, sexual attractiveness, sociosexuality, phobic tendency, psychopathy, narcissism, Machiavellianism, egoism, risk taking and humorousness (Aghababaei, 2012). Other notable theories of personality discussed in the human behaviour literature streams are the Alternative Five Model of Personality (Zuckerman et al., 1991), and Temperament and Character Inventory (Cloninger, 1994). A variety of existing personality measures are also used to study the dimensions of personality as antecedents to job performance, work satisfaction, motivation and organizational commitment.

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