


Research Article

The Relationship Between Personality and Demographic Characteristics in Managerial Class: Applying a Deger Personality Test on Family-Owned Companies in Turkey

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ABSTRACT

Human personality has long been an area of fascination. The individual is born with various physical, mental and emotional proclivities, then fashioned by environmental influences. Understanding individual characteristics are essential in multiple contexts: self-awareness, education and training, professional and personal development, and psychological and emotional support programs. The Enneagram, an ancient model of the human psyche, views the individual holistically in terms of a relationship between being and essence and aims to foster a more altruistic existence by transcending the 'ego'. In this survey, conducted between 2015 and 2019, 532 managers employed in various family-owned companies in 15 cities in Turkey answered the 'Deger Personality Test' (DPT) by face to face interviews that aimed to determine the correlation(s) between personality and demographics. Consisting of 115 questions and multiple-choice answers, participants' responses to the personality questionnaire were evaluated using Cronbach's Alpha, Chi-Square and Logistic Regression analyses to ascertain personality potentials (Physical, Mental or Emotional) and personality types (Loyalist, Reformer, Investigator, Helper, Challenger, Peacemaker, Achiever, Enthusiast or Individualist). The survey indicated that personality types varied significantly based on gender, age and employment status, whereas educational and marital status had no significant bearing upon personality type.

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