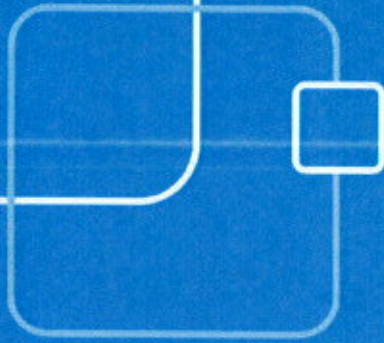


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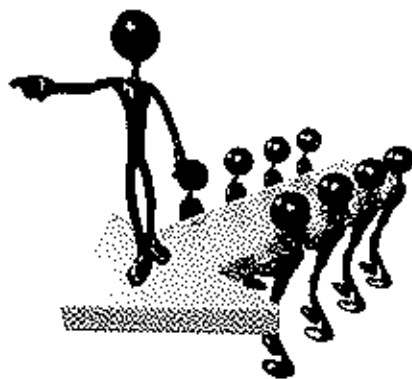
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## COVARIATION BETWEEN PERSONALITY TRAIT AND WORK VALUES PREFERENCES OF BUSINESSPERSONS IN SMALL BUSINESSES

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### ABSTRACT

*Individual personality and work values are among the determinants associated with success in business. Individuals high in Machiavellian disposition are more likely to succeed in business ventures because they possess high motivation to succeed, are more assertive, and have superb negotiation skills. Individuals with positive work values in terms of achieving desired social status, attitudes towards earnings, upward striving, activity preference, job involvement, and pride in work were also found to be successful in their business endeavor. This paper explores Machiavellianism personality and work values orientations, and the relationship between these variables among Malaysian Malays in small businesses. A total of 191 Malay businesspersons responded to two sets of questionnaires namely; Mach IV scale and Wollack et al. work values scale. The finding shows Malay businesspersons score moderately on the Mach IV scale and five of six work values. Correlations between Machiavellianism personality and dimensions within the work values scale were also discussed.*

**KEYWORDS:** *Machiavellianism, business people, work values, traits, pride in work.*

### 1. INTRODUCTION

Business people as a catalyst for a nation economic development have found themselves subjected to numerous studies. Their ability to accumulate wealth and bring economic prosperity has led to a belief that they are unique individuals. If the essence of the core attributes and being of successful businesspersons can be found, this knowledge can help others to equip themselves with the necessary attributes, characteristics and values in their quest for success. Guided by the desire to duplicate the successes of successful business