

A Study on Effect of Team Leader's Personality Traits on Team Performance: With the Special Reference to Apparel Industry in Northern Province

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Personality is primarily a combination of emotional reactions, attitudes and behaviors. Personality comprises on different element of thoughts, feelings and actions that make a person distinctive. It is a encourage factor to the performance. Under this study an attempt was made to investigate the relationship existing between personality dimensions and team performance of team leaders in apparel industry Northern Province. The present study empirically evaluated five personality traits dimensions (Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to experience) and their impact on team performance in apparel industry in Northern Province. For the convenience of the analysis a sampling consisting of 50 team leaders were selected by using simple random sample technique. Primary data were gathered through a structured questionnaire among the team leaders in apparel industry where the high involvement of team performance. The research findings shown that Team performance has significant strong positive relationship with Conscientiousness, Extraversion and Openness to experience and it has statistically insignificant weak positive relationship with Agreeableness and Neuroticism. Multiple regression analysis was used here. Conscientiousness and Neuroticism were highly significant for the model. Among these two variables team performance was highly impacted by Conscientiousness. Extraversion, Agreeableness and Openness to experience were not significantly contributed to the model. In the light of the results, possible managerial implications are discussed and future research subjects are recommended. This research contributes to the growing literature on the apparel industry in Northern Province.

Keywords: Personality traits, Team performance, Apparel industry, Team leaders