

A STUDY OF WORK VALUES OF TYPE A VS TYPE B PERSONALITIES IN AMERICAN AND INDIAN CULTURES

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ABSTRACT

Personality characteristics and Culture are steadily being recognized in corporate, government and in personal life. Work Values constitute an important component of the all-encompassing value system of humans as they seek for self actualization through work. The employee's behavior is moderated by the Personality type as well as by his Mental Schema (Combination of attitude and values, personality disposition, beliefs and opinions, and the mental framework) which develops with socialization. Culture is important as the individuals when they join and move from one organization to another carry the Culture along with them. Impact of Culture on emotions of the people influences the handling of the situation in the organization, like the western notion of the persons as the independent, self contained, autonomous entity which comprises a unique combination of internal attributes is not applicable to non western countries. "Self" is construed as interdependent in Eastern Culture. That really affects employee's way of working, emotional competence and handling stress. The present study will help companies make the right choice of individuals by putting them into the right slot suitable to their Type of Personality, Culture and their Work Values. In other words it will help in tailoring individual-job-organization- fit.

Keywords: *Work Values, Culture, Personality, Individualistic, Collective, Job-fit*