

## OPEN SEMINAR SERIES

**Friday 28 May 2010  
15:00 – 16:00**

**SEERC Conference Room  
3<sup>rd</sup> Floor Strategakis Bldg**

**“Impact of Personality Traits on Customer Orientation of Call  
Center Workers:  
The Moderating Role of Role Conflict and Work Family Conflict”**

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### **ABSTRACT**

The need for employee level customer orientation has been well acknowledged in the extant literature and therefore research on antecedents of employee level customer orientation becomes significant. In this study we attempt to probe the relationship between personality traits and customer orientation by looking at two important moderating variables - role conflict and work-to-family conflict. The hypotheses are tested in the context of call-centre personnel in India. Results endorse a negative moderating role for role-conflict, and for work family conflict.

**The seminar series is open to all members of *staff* and *students* of CITY and to any *externals* that wish to attend.**