OPEN SEMINAR SERIES

Friday 28 May 2010
15:00 – 16:00

SEERC Conference Room
3rd 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.