

RATIONAL BEHAVIOUR AND PERSONALITY TYPES IN A THAI INSURER

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Abstract

This is a greatly condensed report of a human resource research study undertaken within a Thai insurance company. The primary purpose of this study was to identify the degree of rational behavior of the employees and to identify their personality types. The secondary purpose was to investigate the relationship between their rational behavior and the independent variables, their personality types and the independent variables, as well as the relationship of the rational behavior and the personality types.

Two instruments were used, first, the Rational Behavior Inventory Test which reveals the rational and logical views of the staff. It is a self-administered questionnaire aimed to assess rational behavior, irrational and absolutist beliefs. The other instrument was the Myers-Briggs Type Indicator Test which identifies personality differences. Its results help to show how a person likes to look at things and how he/she likes to go about deciding things. Knowing one's own preferences and learning about other people's can help understand what one's strengths are, what kinds of work one might enjoy, and how people with different preferences can relate to one another.

The sample chosen randomly was 200 employees (out of a total of 380). There was a response rate of 90%. The data was scored and statistically analysed using the Statistical Package for Social Sciences (SPSS), plus the use of Chi Square Test, One-Way ANOVA, and t-test. The findings are presented mainly according to the typology from the Myers-Briggs instrument.

Introduction

The Thai United Insurance Company Limited has been a registered non-life insurer since 1947. The four categories of its products are: fire, marine and transportation, automobile, and

¹ The author is Assistant Managing Director of Thai-Itoh Technology College (Pattaya) Thailand. This article is condensed from her MSc thesis in the School of Psychology at Assumption University, where she is now a Doctoral candidate in the School of Philosophy and Religion. A bound copy of the MSc thesis, *The Relationship of Rational Behavior and Personality Type of the Employees of the Thai United Insurance Co. Ltd.* is in the university library, Huamark campus.