



**THE INFLUENCE OF PERSONAL VALUE ON
THE ORGANIZATIONAL CHANGE:
A STUDY AT MAJLIS AMANAH RAKYAT**

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UNIVERSITI TEKNOLOGI MARA**

JULY 2015

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Submitted in Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JULY 2015



DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

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FACULTY OF BUSINESS MANAGEMENT

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“DECLARATION OF ORIGINAL WORK”

SYAFIQAH ATHIRAH BINTI AB RAHIM, (IC NUMBER: 910625-10-5498)

Hereby, declare that:

- This work not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguish by quotation marks and source have been specifically acknowledge.

Signature: _____

Date: _____

LETTER OF SUBMISSION

3rd July 2015

Project Paper Advisor

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

Jalan Lendu, 78000 Alor Gajah

Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE INFLUENCE OF PERSONAL VALUE ON THE ORGANIZATIONAL CHANGE: A STUDY AT MAJLIS AMANAH RAKYAT**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

SYAFIQAH ATHIRAH BINTI AB RAHIM

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ABSTRACT

The study is sought to evaluate the relationship between the dimension of personal values and the influence of the values on the organizational change. The participants were 200 individual working at Headquarter Majlis Amanah Rakyat, Kuala Lumpur. The literature review indications to the development of a conceptual framework that incorporate the influence of personal value (Openness to Change, Self-Enhancement, and Conservation) on the organizational change. Three hypotheses were proposed to be conducted in the study. Questionnaire will be distributed whereby the study uses quantitative data collection. A questionnaire was developed using literature review.

Keywords: Organizational Change, Personal Values