

**SOCIAL NETWORKING SITES USAGE: THE RELATIONSHIP BETWEEN BIG FIVE PERSONALITY
MODEL AND ORGANIZATIONAL IMAGE AMONG EMPLOYEE IN PERMODALAN NASIONAL
BERHAD (PNB)**

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ABSTRACT

The present study was conducted to identify the relationship between Big Five Personality Model and Organizational Image among employee in Permodalan Nasional Berhad (PNB) by using Social Networking Sites (SNS). The limitation of study was the employee hierarchies which were from low and middle management. The scope of this research was focused on Big Five Personality Model and Social Networking Sites in Permodalan Nasional Berhad. The questionnaires were distributed to 278 employees in PNB and only 130 were returned. The independent variable in this study was Big Five Personality Model; neuroticism, extraversion and openness to experience. Meanwhile, the dependent variable was organizational image. First research question of this study was to identify the frequency of SNS usage, and next was the most and least of Big Five Personality using SNS and last was to identify the relationship between Big Five Personality Model and Organizational Image. The majority involved in this study was female and 21-29 years old. Based on the finding, frequency of PNB employees very low in SNS usage. The most traits like use SNS was Extraversion and least was Openness to Experience.

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