



**INDIVIDUALISM AND COLLECTIVISM AND ITS INFLUENCE TO
POSITIVE ORGANIZATION BEHAVIOR CASE IN ABC SDN BHD**

FARAH AINA BINTI AHMAD SHAUKI

2013133881

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONS.
(INTERNATIONAL BUSINESS) FACULTY OF BUSINESS MANAGEMENT**

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDAR MELAKA

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ABSTRACT

This study is a research on the work culture practiced by employees at ABC Sdn Bhd located at Kapar, Klang whereby the researcher was in internship in the organization for 4 months to complete the study in Bachelor of Business Administration (Hons) International Business. This study will focus on individualism and collectivism with 4 main objectives. First is to identify the factor of individualism that leads to positive organizational behavior. Second is to investigate the factor of collectivism that leads to positive organizational behavior. Third objective is to evaluate the relationship between individualism and positive organizational behavior and last but not least is to determine the relationship between collectivism and positive organizational behavior.

The finding of this research is based on the observation and formal interview with the staff in Human Resources Department. Literature reviews based on various journals which are relevant to the study are included to verify and sustain that the research is valid. Conclusions and recommendations are comprehended for the organization to develop and improve in the upcoming future. The finding indicates the employees of ABC Sdn Bhd practicing collective culture where they tend to belong to groups or collectives to look each other.

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