

The Complexities of Demographic Properties, Personality Differences and Incentives: A Review of Literature

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ABSTRACT This paper undertakes a review of literature for two major reasons namely to critically examine the complex interrelationship of personality, demography and incentives; and to describe how personality traits and demographic properties shape ones perception of incentive elements which result in high or low levels of job satisfaction. Two significant managerial and organisational behaviour implications emerge, which stress the urgency of a continuous engagement of these concepts – personality, demography and incentive – in order for firms to be better placed to structure their incentive plans accordingly for reasons of organisational effectiveness.