

PERPUSTAKAAN UNIVERSITI MALAYA



A504959988

ABW 5730

INV.

**EFFECTIVE HABITS OF
CONSULTING ENGINEERS**

CLOSED STACKS

BY

LIM SOON TEIK

Bachelor of Engineering

University of Malaya

Kuala Lumpur

1990

**Submitted to the Faculty of
Economics & Administration**

University of Malaya

in partial fulfilment of

the requirements for

the Degree of

MASTER OF BUSINESS ADMINISTRATION

March, 1995.

Dimikrofiskan pada..... 10-10-1997
No. Mikrofis..... 13248
Jumlah Mikrofis..... 1

Anear Puzi B. A. Wahab.

UPR

**UNIT REPROGRAFI
PERPUSTAKAAN UTAMA
UNIVERSITI MALAYA**

ABSTRACT

The focus of this study is on "effective habits", which is believed to have effect on the lives of individual thus affecting the organisation and society as a whole. The study is confined to identifying the level of practice of the "effective habits" advocated by Covey. The influence of demographic variables on the practice of these habits is also examined. Data were collected from 170 consulting engineers in the Klang Valley.

From the study, it was found that consulting engineers have a good practice of all the "effective habits" with Habit 7 (Sharpen the Saw) the most practised and Habit 1 (Be Proactive) the least practised. It was also found that variables "sex", "education level" and "race" were the only significant predictors of the practice of combined "effective habits". Male engineers registered a significantly higher level of habits than female engineers. The practice of combined effective habits was found to be dependent on the variables "sex", "age", "race", "marital status" and "education level". It was also found that variables "education level", "age", "race" and "sex" showed a significant difference in the means of combined effective habits.

ACKNOWLEDGEMENTS

I wish to express my most sincere appreciation to everyone who has one way or another contributed to the success of this study.

My special thanks to Assoc. Prof. Dr. A. Dunston for his repeated guidance and help throughout the duration of this study. Many thanks also to my coursemate Goh Yoke Loong and Tan Seok Har for their assistance and cooperation. I would also like to extend my gratitude to Miss Rosalind for her patience in typing and retyping this report. I am also grateful to all other friends, coursemates, consulting engineers and directors of engineering consulting firms who have one way or another help make this paper a success.

I humbly dedicate this paper to my mother and late father.

TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
1. <u>INTRODUCTION</u>	1
1.1 Significance of the Study.....	2
1.2 Objectives.....	3
1.3 Methodology.....	3
1.4 Scope.....	4
1.5 Limitations.....	5
1.6 Organisation of the Study.....	5
2. <u>LITERATURE REVIEW</u>	6
2.1 The Concept of Habits.....	6
2.2 Covey's Seven Habits.....	7
2.2.1 Habit 1: Be Proactive.....	7
2.2.2 Habit 2: Begin With The End In Mind.....	10
2.2.3 Habit 3: Put First Things First.....	11
2.2.4 Habit 4: Think Win/Win.....	13
2.2.5 Habit 5: Seek First To Understand, Then To Be Understood.....	14
2.2.6 Habit 6: Synergy.....	15
2.2.7 Habit 7: Sharpen The Saw (or Renewal).....	16
3. <u>RESEARCH METHODOLOGY</u>	17
3.1 An Overview.....	17
3.2 Sampling and Data Collection Procedures.....	18
3.3 Measurement Scales.....	19
3.4 Data Analysis Procedure.....	20
3.4.1 Editing, Coding & Data Entry.....	20
3.4.2 Summary Statistics.....	21
3.4.3 Reliability Test.....	21
3.4.4 Multiple Regression Analysis.....	22
3.4.5 Crosstabulation.....	24
3.4.6 Comparative Analysis.....	25

<u>Chapter</u>	<u>Page</u>
4. <u>RESEARCH RESULTS</u>	27
4.1 Characteristics of the Respondents	27
4.2 Reliability of the Questionnaire.....	31
4.3 The Practice of "Effective Habits" by Consulting Engineers.....	32
4.4 The Relationship Between the Practice of Effective Habits & The Demographic Variables of Consulting Engineers.....	33
4.5 Organisation of Data By Groups For Comparisons.....	35
4.6 Comparative Analysis on the Means of Habits With Demographic Variables.....	36
5. <u>CONCLUSION</u>	39
5.1 Summary of Findings.....	39
5.2 Implications of the Study.....	41
5.3 Recommendation for Further Research.....	42
BIBLIOGRAPHY.....	44
APPENDIX : Survey Questionnaire.....	50

LIST OF TABLES

<u>Table</u>	<u>Page</u>
4.1 Characteristics of the Respondents.....	28
4.2 Reliability of Each Habit Scale.....	31
4.3 Mean Score of Each Habit.....	32
4.4 Regression Tables of Each Habit.....	33
4.5 Summary of Results of Crosstabulation.....	36
4.6. Significance of Differences Between Means of Demographic Variables.....	37

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
2.1 Proactive Versus Reactive Language.....	9
2.2 The Time Management Matrix.....	12