

## TABLE OF CONTENTS

	Page Number
<b>1.0 CHAPTER 1: INTRODUCTION</b>	
1.1 PURPOSE AND SIGNIFICANCE OF THE STUDY.....	4
1.2 PROBLEM STATEMENT.....	5
1.3 RESEARCH QUESTIONS.....	7
1.4 OBJECTIVE OF THE STUDY.....	7
1.5 SCOPE OF STUDY.....	7
1.6 ORGANIZATION OF THE STUDY.....	8
<b>2.0 CHAPTER 2: LITERATURE REVIEW</b>	
2.1 INTRODUCTION.....	9
2.2 CONSTRUCTS	
2.2.1 ORGANIZATIONAL STRATEGY.....	9
2.2.2 EMPLOYEE OUTCOMES	
2.2.2.1 ORGANIZATIONAL COMMITMENT.....	18
2.2.2.2 INTENTION TO STAY.....	19
2.2.2.3 FIRM ATTRACTIVENESS.....	20
2.2.3 PERSON-ORGANIZATION FIT.....	21
2.3 PERSON – ORGANIZATION FIT IN TERMS OF ORGANIZATIONAL STRATEGY AND ORGANIZATIONAL COMMITMENT.....	25
2.4 PERSON – ORGANIZATION FIT IN TERMS OF ORGANIZATIONAL STRATEGY AND INTENTION TO STAY.....	26
2.5 PERSON – ORGANIZATION FIT IN TERMS OF ORGANIZATIONAL STRATEGY AND FIRM’S ATTRACTIVENESS.....	28
2.6 CONCEPTUAL FRAMEWORK.....	30

### **3.0 CHAPTER 3 : RESEARCH METHODOLOGY**

3.1 INTRODUCTION.....	31
3.2 RESEARCH FRAMEWORK.....	31
3.3 SAMPLING DESIGN.....	32
3.4 DATA COLLECTION PROCEDURE.....	32
3.5 DATA ANALYSIS TECHNIQUES.....	32
3.6 SELECTION OF MEASURES.....	33
3.6.1 STRATEGY FIT.....	34
3.6.2 ORGANIZATIONAL COMMITMENT.....	36
3.6.3 INTENTION TO STAY.....	36
3.6.4 FIRM'S ATTRACTIVENESS.....	37
3.6.5 JOB ALTERNATIVES.....	37
3.6.6 GENDER.....	38

### **4.0 CHAPTER 4: RESEARCH RESULTS**

4.1 SUMMARY STATISTICS OF RESPONDENTS.....	39
4.2 NORMALITY ANALYSIS.....	42
4.3 RELIABILITY ANALYSIS.....	43
4.4 TESTING THE HYPOTHESIS	
4.4.1 BIVARIATE CORRELATIONS.....	45
4.4.2 HIERARCHICAL MULTIPLE REGRESSION.....	47

### **5.0 CHAPTER 5: DISCUSSION..... 51**

### **6.0 CHAPTER 6: CONCLUSION**

6.1 LIMITATIONS .....	57
6.2 IMPLICATIONS AND FUTURE RESEARCH.....	58

## **7.0 REFERENCES**

### **LIST OF FIGURES**

Figure 1: Porter's Strategy Typology

Figure 2: New Venture Generic Strategy Framework

Figure 3: Malaysia's Competitiveness Position 2010

## **LIST OF TABLES**

Table 4.1: Summary of respondents' background

Table 4.2: Assessing normality for the main variables

Table 4.3: Results of the reliability test for main variables

Table 4.4: The result of Bivariate Pearson product-moment correlation analysis

Table 4.5: Summary of hierarchical regression analysis predicting  
organizational commitment

Table 4.6: Summary of hierarchical regression analysis predicting intention to  
stay

Table 4.7: Summary of hierarchical regression analysis predicting firm's  
attractiveness