

**Implication of Female Leadership on the Self Esteem and Job Performance of
the Selected Male Call Center Agents**

**An Undergraduate Thesis Presented to
Behavioral Sciences Department the
Faculty of College of Liberal Arts
De La Salle University-Dasmaringas
Dasmaringas, Cavite**

**In Partial Fulfillment of the Requirements for the
Degree Bachelor of Arts in Psychology
Submitted to: Ms. Selfa Napicol**

Submitted by:

Melvin Ingram R. Gunio

John Raymond V. Magtoto

Joanna Marie D. Venzon

March 2007

TABLE OF CONTENTS

Title	Page
Abstract	iv
Approval Sheet	x
Acknowledgement	xi
CHAPTER I	
BACKGROUND OF THE STUDY	1
INTRODUCTION	1
CONCEPTUAL FRAMEWORK	2
STATEMENT OF THE PROBLEM	4
ASSUMPTION	5
SIGNIFICANCE OF THE STUDY	5
SCOPE AND LIMITATIONS	7
OPERATIONAL DEFINITION OF TERMS	7
CHAPTER II	
REVIEW OF RELATED LITERATURE	8
Female Leadership	8
Leadership	9
Self esteem	10
Job Performance	14
Call Center	15
The Call Center team	17
The Call Center Agent	17
Job Performance and Call Centers	18
Self – Esteem and Job Performance	18
CHAPTER III	
METHODOLOGY	20
RESEARCH DESIGN	20
RESEARCH RESPONDENTS	20
RESEARCH INSTRUMENTS	21
RESEARCH PROCEDURES	22

PLAN OF ANALYSIS	23
CHAPTER IV	
PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA	24
Problem No. 1	24
Problem No. 2	24
Problem No. 3	26
Problem No. 4	28
CHAPTER V	
SUMMARY, CONCLUSION AND RECOMMENDATIONS	30
SUMMARY	30
FINDINGS	31
CONCLUSION	32
RECOMMENDATIONS	33
REFERENCES	35
APPENDICES	
Appendix A	38
Appendix B	39
Appendix C	40
Appendix D	41
Appendix E	42
Appendix F	43
Appendix G	44
Appendix H	45



ABSTRACT

Name of Institution: De LaSalle Dasmariñas University

Address: 4115 Dasmariñas, Cavite

Title: Implication of Female Leadership on the Self Esteem and Job Performance of the selected Male Call Center Agents

Authors: Joanna Marie D.Venzon

John Raymond V. Magtoto

Melvin Ingram R. Gunio

Funding Source: Parents and Monthly Salary

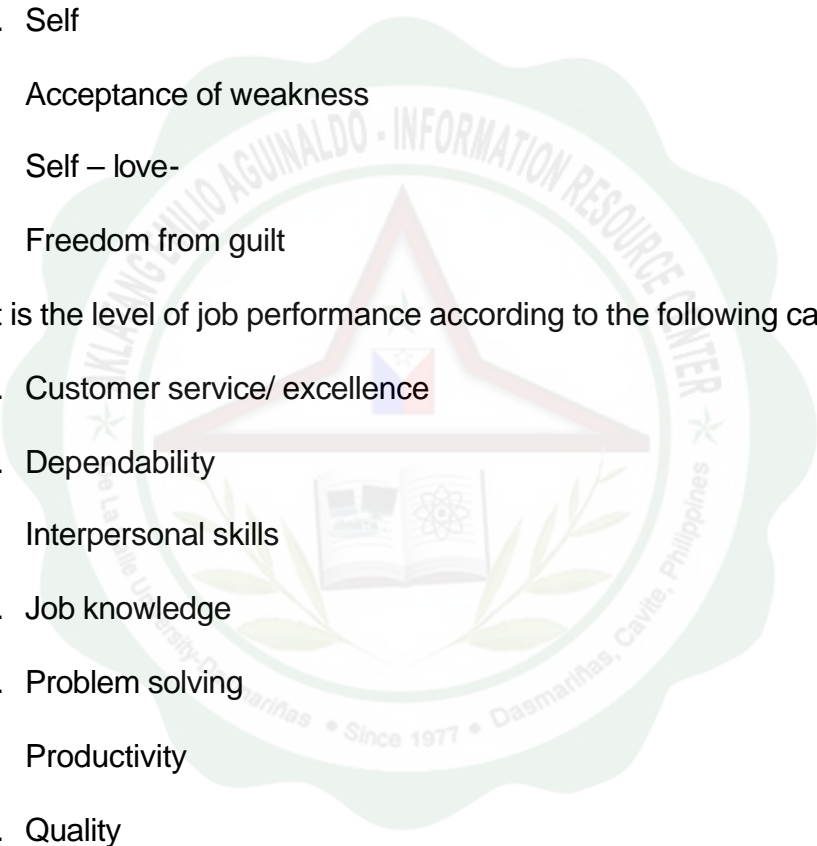
Research Cost: 10,000 pesos

Date Started: July 2006

Date Completed: February 2007

Objectives of the Study

- A. General – The aim of this study was to determine the implication of Female Leadership on the self esteem and Job Performance of the selected Male Call Center Agents.
- B. Specific
 1. What is the demographic data of the employees according to the following categories?
 - a. Civil Status
 - b. Educational Attainment
 - c. Length of service
 2. What is the level of self-esteem manifested by the respondents according to the following categories?

- a. Appearance
 - b. Competence
 - c. Intelligence
 - d. Personality
 - e. Success
 - f. Unconditional worth
 - g. Self
 - h. Acceptance of weakness
 - i. Self – love-
 - j. Freedom from guilt
3. What is the level of job performance according to the following categories?
- a. Customer service/ excellence
 - b. Dependability
 - c. Interpersonal skills
 - d. Job knowledge
 - e. Problem solving
 - f. Productivity
 - g. Quality
 - h. Team work
 - i. Work environment
 - j. Communication
 - k. Integrity
 - l. Schedule adherence
- 

4. What is the implication of female leadership to the self-esteem and job performance of the male agents?

Scope and Delimitation

This study focused on the self-esteem and job performance of the call center agents. Thirty (30) male respondents under female supervisor are chosen from Teleperformance USA Call Center Company.

The researchers will obtain the sample through purposive sampling technique. The respondents should only be male employees, regardless of their status, age nor length of service.

Methodology

To complete the study, the researchers will follow several procedures. First, a letter will be given to the administration and personnel department of the different call center companies to gather necessary information about the participants. To measure the level of job performance of the respondents, different evaluation of different team managers of the call center company will be asked to answer the job performance survey. To measure the level of self esteem of the selected male call center agents, each participant will be requested to answer the self-esteem inventory scale.

Major Findings

1. All the respondents that participated are single. They are all college graduates. Mostly belong to the age ranges from 21-25 years old, have been with the company for 6 months to 2 years and under female supervision.
2. In all the areas of self esteem, the respondents obtained high scores. The level of self esteem of each male call center agent reflected on their high mean scores that

correspond to their high level of self-esteem in the workplace. The different aspects and areas under self esteem was highly interpreted and manifested especially the self love factor and the personality factor which are the tow of the most vital aspects of self esteem in the workplace setting. The level of self esteem of the respondents are high even they are under female supervision.

3. In all the aspects of Job Performance Appraisal test, the respondents also obtained high scores. The job performance of each respondent was also above than the average. Their ranking and their grade as an employee were particularly high especially on the aspect and area of Interpersonal skills, dependability and work environment which makes the team and the individual intact and composed. The high mean scores of the three aspects also reflects the cohesiveness of the group and the efficiency of the female supervision in handling individuals in keeping and allowing the team to appreciate each task and role given to them in the workplace

4. Female leadership appears to uplift the level of self esteem and job performance of the male subordinates.

Conclusions

1. All of the respondents are single, have finished a degree and are still now in the company. They finished different courses but majority were graduates from the computer field. Most of them were graduates from school and universities in Metro Manila,.

2. The self esteem level of the respondents is high. Due to that, employees perceive that even though they were under the supervision of a female leader, their level of self confidence is still high.

3. The respondents overall level of job performance exceed expectations. The influence of female supervisor does not affect their level of performance in the workplace due to the proper supervision and support of their leader. This also compliments the literature that female leadership results to higher level of performance from its subordinates.

4. Female leadership can promote the level of self esteem and job performance of its male call center agents. Therefore, this could mean that female supervisors are not a hindrance for them to have a high self-esteem and job performance

Recommendations

1. The company and call center administrators must have a program that can maintain the employees level of self esteem and job performance to the optimum. They must also lessen the traditional belief of the Filipinos that if you work for a female boss, this means that you are under rated and that you think low of yourself for working under a female boss.

2. Industrial and Organizational Psychologist and Organizational Development Practitioners must have a better development program for the growth, success and the relationship of the leader to its subordinates.

3. The future researchers who are interested to do similar study should explore more about the other implications of female leadership and try to compare it with other factors such as job satisfaction and self actualization. They must also try to have a comparative study on the level of self esteem and job performance under male and female supervisors. Future researchers should conduct an interview for more insights and for those who want to continue the study, they should give more

importance to the different aspects of female leadership and what are the other aspects of implications.

