

Abstract

The aim of this thesis is to look into narcissism in an individual level and organisational context, and to identify the presence of narcissism in Richard Branson as the founder and CEO of Virgin Group, as well as Virgin Group itself. In leading the company, Richard Branson was known to made many risky decisions such as massive merger and acquisition of companies and moreover he was allegedly exploiting his former business partner to his own advantage. Accordingly, we will investigate whether his traits are linked to narcissism to some extent and which he later descended into the organisation. To determine whether Richard Branson is narcissist, we use the nine criteria of DSM-IV-TR by the American Psychiatrist Association. Meanwhile for the organisation, we use eleven criteria by Godkin and Allcorn to determine organisation's narcissism. Preliminary analysis and findings suggest that the CEO is a sub-clinical narcissist while the organisation is narcissistic as they fulfill the minimum requirement of both criteria. To reach definite conclusions, the researcher has suggested a research plan. First, the data can be collected through interview and survey from related sample by using the 40-Narcissistic Personality Inventory items to measure CEO narcissism and 34-Organisational Narcissism Scale items to measure the organisation's narcissism. Moreover, we suggest that the data collection is conducted through a third party in order to reduce costs, time, personnel, and facilities.