

Abstract

This thesis aims to analyze narcissism in business organizational context especially in the case of Ryanair and its CEO, Michael O'Leary. Despite Ryanair's success, the organization's turmoil such as labor strike and toxic working condition, which are expected to be linked with the tendency of both the CEO and the organization's narcissism, was highlighted by the media. Thus, to determine whether or not the CEO is a narcissist, this thesis uses DSM-IV criteria for narcissistic personality disorder along with the language used in CEO's personal statement in the media. Meanwhile, eleven criteria for narcissistic organization developed by Godkin and Allcorn are used to determine whether Ryanair is a narcissistic organization or not. The employee reviews and media publication about Ryanair are used as support for the existence of those criteria. The preliminary result of this thesis is that Michael O'Leary and Ryanair are narcissists. However, this thesis is limited due to the lack of data. To get a more in-depth analysis and precise result, a research plan and further study should be conducted.

Keyword: Narcissism, CEO, Organization

Research Theme: Narcissistic CEOs and Organizations

Supervisor: G.B.W. Willenborg