



TABLE OF CONTENT

Abstract	2
Table of Content	3
Section 1: Introduction and Central Research Question	
1.1 Introduction	5
1.2 Central Research Question	6
1.3 Methodology	7
Section 2: Literature Review	
Theoretical Framework	
2.1 Definition of Narcissism	8
2.2 Characteristics of Narcissism	8
2.3 Types of Narcissism	8
2.4 Definition of Narcissistic Leader	9
2.5 Definition of Narcissistic Organisation	9
2.6 The Way Narcissistic Leader Influences the Organisation	10
2.7 Short-term and Long –term Effects of Narcissism on Organisation	11
2.8 Diagnosis and Measurement for Narcissistic CEO and Organisation	11
2.9 The Case of the CEO and Organisation	
2.9.1 The Case of Christian Rijanto	12
2.9.2 The Case of Ismaya Group	13
2.10 Preliminary Answer to the CRQ	
Section 3: Hypotheses	15
Section 4: Research Plan	
4.1 Population and Sample	17
4.2 Measurement and Measures	
4.2.1 Operationalisation	17
4.2.2 Selecting the Survey Method	18
4.2.3 Selected Survey Method	19
4.2.4 Constructing the Survey	19
4.2.5 Advantage and Disadvantage of the Selected Survey Method	20
4.3 Design	



4.3.1 Internal Validity	20
4.3.2 Types of Design	20
4.4 Analysis	
4.4.1 Descriptive Statistic	21
4.4.2 Inferential Statistic	21
Section 5: Analysis and Discussion	22
Section 6: Conclusion and Recommendation	
6.1 Conclusion	23
6.2 Recommendation	23
6.3 Limitation	23
References	
Theory Literature	24
Case Literature	25
Appendix A	28
Appendix B	34
Appendix C	35
Appendix D	38