

Abstract

This thesis addresses the use of psychological assessment in personnel psychology and practice, specifically the relationship between selected personality characteristics of medical representatives in relation to their work performance.

In the theoretical part, the selected methods of psychological testing of personality traits used in personnel psychology, with the focus on the Sixteen Personality Factor Questionnaire 16 PF, are described. It also deals with the performance appraisal and attention is paid to assessment of employees in a broader context, the most frequent rating errors and the key methods of individual and group performance appraisal.

The empirical part deals with the research that examines relationship between the personality characteristics of medical representatives working in a multinational pharmaceutical company to determine whether the most successful workers differ in personality traits from the lowest performing individuals, and what personality characteristics of the profession are exhibited.

Keywords: personnel psychology, personality tests, sixteen personality factor questionnaire 16 PF, performance appraisal, medical representative