

REVIEWER'S REPORT

Manuscript No.: JNHST-035

Title: Exploring the Alignment of Personality Traits with Sales Occupations: An Analysis of 160 Respondents Applying the Holland RIASEC Model using FIKR (facet, insight, knowledge, and resilience) Profiling Assessment Tool ,

Recommendation:

Accept after minor revision.....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality			✓	
Clarity			✓	
Significance	✓			

Reviewer's ID: JPR- 142

Detailed Reviewer's Report

The manuscript titled "**Exploring the Alignment of Personality Traits with Sales Occupations: An Analysis of 160 Respondents Applying the Holland RIASEC Model using FIKR (facet, insight, knowledge, and resilience) Profiling Assessment Tool**" offers a valuable empirical exploration into vocational psychology and human resource optimization. The primary objective of the research is to identify, analyze, and map the specific personality traits that correlate with potential suitability and success within sales roles. The scope of the paper is well-contextualized within contemporary career counseling and organizational placement literature, utilizing John L. Holland's structural RIASEC framework (Realistic, Investigative, Artistic, Social, Enterprising, and Conventional) alongside the modern FIKR psychometric assessment tool. By focusing on a sample size of 160 respondents, the study seeks to show how aligning inherent psychological characteristics with professional environments can improve job placement, professional performance, and long-term career satisfaction.

The author utilizes a quantitative survey-based descriptive methodology to evaluate the psychological profiles of the participant pool (N=160). Data collection was executed using the FIKR profiling assessment tool, which measures four dimensions—facet, insight, knowledge, and resilience—

REVIEWER'S REPORT

and maps them directly onto the six standard interest vectors of Holland's vocational taxonomy. The analytical focus centers on identifying which RIASEC vectors emerge as dominant among individuals targeting or showing an aptitude for sales-oriented positions.

The key empirical findings show a strong concentration of specific traits within the sample population:

- The **Enterprising (E)** dimension emerged as the most dominant category, with 54 respondents (33.8%) achieving high scores, showing strong natural capacities for corporate leadership, strategic persuasion, and proactive customer acquisition.
- The **Social (S)** dimension followed closely, representing 48 respondents (30.0%), which highlights the critical role of empathy, active communication, and interpersonal relationship-building in successful sales execution.
- The **Conventional (C)** dimension was prominent in 28 respondents (17.5%), showing a clear sub-segment capable of managing highly structured, process-driven sales roles, compliance metrics, and detailed customer relationship management (CRM) systems.
- The **Realistic (R)** dimension was dominant for 22 respondents (13.8%), pointing toward suitability for technical sales, complex engineering solutions, or practical product demonstrations.

The manuscript demonstrates good analytical depth by expanding beyond traditional binary descriptions of sales personnel to construct a more multi-dimensional, segmented view of sales roles. Instead of treating sales as a single, uniform career path that only requires high extraversion or Enterprising traits, the author shows how different sub-types match different areas within the sales ecosystem.

The integration of the modern FIKR assessment tool alongside Holland's foundational model contributes useful data to the fields of industrial-organizational psychology and talent acquisition. It provides corporate recruiters and career counselors with a practical, data-driven approach to optimize recruitment pipelines, reduce turnover rates, and design tailored professional development pathways for a diverse workforce.

Suggestions for Improvement

- Expand the introduction section to provide a more comprehensive review of contemporary literature regarding the Holland RIASEC model, specifically highlighting how it has been used to study sales performance over the past decade.
- Incorporate an explicit descriptive demographics table within the methodology section, detailing the participants' profiles by age, gender distribution, current educational level, and prior sales experience to ensure the sample context is transparent.

REVIEWER'S REPORT

- Provide a clear breakdown of the psychometric properties of the FIKR profiling tool, explicitly stating its internal consistency metrics, test-retest reliability statistics, and how it was validated against standard RIASEC measures.
- Introduce a structured statistical table in the results section displaying the full distribution of scores across all six RIASEC dimensions, including exact mean scores, standard deviations, and variance indicators for each dimension rather than just listing percentages.
- Add a visual chart or comparative bar graph showing the percentage distribution across all six Holland vectors to allow readers to quickly assess the relative weight of each personality type.
- Elaborate on the discussion section by exploring the interactions between different dimensions, explaining how an individual with a combined Enterprising-Conventional profile might perform differently in a sales role compared to someone with an Enterprising-Social profile.
- Address potential methodological limitations in a dedicated sub-section, explicitly discussing the reliance on self-reported survey data and any risks associated with social desirability bias among respondents.
- Formulate clear, actionable recommendations for human resource managers on how to integrate these FIKR and RIASEC testing protocols into standard onboarding, interview assessment, and talent mapping practices.
- Conduct a careful proofreading sweep across the text to eliminate minor technical formatting and spacing errors, such as the missing space in the title phrase "**Modelusing FIKR**".
- Standardize the reference list to ensure complete compliance with a standard academic format like APA 7th edition, making sure that all citations in the text are accounted for and that entry details include complete journal volume numbers, page numbers, and active DOIs.

Recommendation for Publication

I recommend this manuscript for **publication with minor revision**. The article addresses an important topic in organizational behavior and provides strong empirical data regarding vocational matching for sales roles. The sample size is appropriate for a descriptive study, and the dual focus on Enterprising and Social dimensions reflects the actual operational realities of corporate sales teams. Once the author fixes the minor title spacing slip, adds a comprehensive data table covering all six RIASEC dimensions, and provides more details on the reliability and validation metrics of the FIKR tool, this paper will provide a useful and publishable addition to journals focused on career development, human resource management, or applied psychology.