

## Abstract

The purposes of this research were to investigate the relationships of self-starting behavior, proactive personality, persistent, goal commitment and personal initiative of sale representatives in drug company and to build model predicting personal initiative and model predicting proactive personality. The samples of this study were 322 sale representatives from 9 drug companies. The research instruments were questionnaires. The collected data were analyzed by using frequency, percentage, mean, standard deviation, Pearson Product Moment Correlation and stepwise multiple regression. The research findings were as follows:

1. Most sale representatives have self-starting behaviour, proactive personality, persistent and goal commitment at rather high level.
2. Most sale representatives have personal initiative at medium level.
3. Self-starting behavior, proactive personality, persistent and goal commitment have no correlation with personal initiative.
4. There was a positive correlation between self-starting behavior, persistent, goal commitment and proactive personality.
5. Self-starting behavior, persistent and goal commitment proved to be relevant predictors of proactive personality.