

**THE IMPACT OF MULTIPLE INTELLIGENCE ON WORK
PERFORMANCE OF UNIVERSITY ADMINISTRATIVE STAFF
IN SRI LANKA**

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ABSTRACT

The Universities are centers of excellence in education. University Administrative Officers play a major role in decision making in various administrative activities. They have to interact with students, academic and non-academic staff in carrying out their duties. This necessitates University Administrative Officers have a high degree of intelligence.

This study was conducted to investigate the impact of Multiple Intelligence on the work performance of University Administrative Officers. The purpose of conducting this study was to make University Administrative Officers aware of the importance of Multiple Intelligence in carrying out their duties.

The study was conducted among sixty-nine administrative officers in the six national Universities which are located in the western province, Sri Lanka. The schematic diagram was developed based on the Gardner's Multiple Intelligence Model. Linguistic, logical, musical, bodily, visual, interpersonal, intrapersonal, naturalist, spiritual and moral intelligences were independent variables and the work performance was the dependent variable in the schematic diagram. Ten hypotheses were developed based on these variables. A questionnaire was designed as the survey instrument to collect data.

The data were analyzed using descriptive analysis, correlation analysis and regression analysis. The Multicollinearity was examined by the construction of pairwise correlation matrix, Variance Inflation Factor (VIF) and tolerance statistics. It found that regression outcome is free from the multicollinearity. The regression analysis was used to test the hypotheses. Five hypotheses were accepted and positive relationships showed between performance and intrapersonal, logical, bodily, interpersonal and moral intelligences. A Multiple Intelligence Profile was introduced to University Administrative Officers. Due to the findings, 66% of the variation in the work performance is explained by the Multiple Intelligence of University Administrative Officers.

Keywords: Intelligence, Multiple Intelligence, Performance, Universities, University Administrative Officers.