

# Personalised Working Arrangements in Nigeria: A Social Identity Perspective

Yetunde Awe

University of Derby, the United Kingdom

## Abstract

Despite the growing interest in Individualised deals (I-deals), there is a paucity of research on personalised working arrangements in Nigeria. This study investigates the relationship between employees' access to individualised deals (I-deals), considering their education and job level in the Nigerian context. The study will also explore the role of proactive personality and leader-member exchange (LMX) in facilitating access to I-deals. The study will use the Social Identity Theory to examine how employees' sense of self and social identities can influence their opportunities for personalised working arrangements. The study seeks valuable insights into the intersection of social identity and personalised working arrangements in Nigeria. It aims to answer whether educational attainment and job level are the keys to unlocking I-deals in Nigeria. Additionally, the study intends to shed light on why there is a shortage of research on I-deals in Nigeria. The findings will be relevant to human resource management practitioners and scholars interested in understanding social identity and personalised working arrangements. It is crucial for bridging the gap in research on I-deals in Nigeria and has the potential to contribute significantly to the I-deal literature. It will provide insights into the underlying mechanisms that shape employees' access to I-deals in Nigeria, making it valuable for organisational behaviour and human resources management.

**Keywords:** educational attainment, I-deals, job level, Nigeria, proactive personality