Enquiry of Unique Human Values: A Systematic Literature Review

Muhammad Noman Maile, Sha’ri Mohd. Yusof
Razak School of Engineering and Advance Technology, Universiti Teknologi Malaysia, PO box 54100, Kuala Lumpur, Malaysia

* E-mail of the corresponding author: mmaliknauman@gmail.com, nmmuhammad2@live.utm.my

Abstract
The concept of human values has been in the fields of psychology, philosophy, ethics, social sciences, health, environmental management and business. However, this overabundance of research in different fields resulting in different values, measuring methodologies and instruments, conspicuously showing the lack of agreement on its content and structure. Thus in this study, review is presented on values concepts, its diverse categories and lack of consensus on uniqueness of human values among researchers. The importance and need of such investigation is not only highlighted, but also carried out by performing systematic literature review (SLR) on human, individual or personal values (H-I-P). In particular, the range of values for H-I-P is identified and enlisted from the literature and convert these explicit, implicit and conceptual duplication to unique values by applying constant comparison and memoing techniques of grounded theory. Finally these unique H-I-P values are grouped and classified, based on common characteristic and existing literature. This values list not only integrates scholars by providing foundation of unique H-I-P values, but also act as a reference list of values contents, for futuristic research.

Keywords: Human values, systematic literature review (SLR), unique values, values contents Human or individual or personal (H-I-P) values, grounded theory

1. Introduction
There has been a plethora of research related to the conceptualization and contents of values in literature which represents different perspectives such as culture, organization, work, and human values (Florea L. et al., 2012; Allodi, 2010; Davidov et al., 2008a; Michele et al., 2008; Ann & Peter, 2009; Feldman, 2003; Inglehart and Baker, 2000). These values contents and its representation generate more complex, but interactive nature that needs to be understood and examined separately for each (Suar and Khuntia, 2010; Schwartwarz and Boehnke, 2004; Jaffe and Scott, 2004; Sonntag and Schlater, 1995). In this regard, human values are the focus of this study as the values are personal and social psychological constructs related to human that has been expressively documented in literature (Schwartz, 2011; Friedman et al., 2008; Feather, 1988).

Values are related to beliefs, which can be developed by experiences, education and through social interaction (George, 2003; Schwartz and Bilsky 1987). They very much act like a motivational force which leads to attitude, actions and behavior (Alas, 2006; Gini, 2004; Friedman et al., 2008). Moreover, few scholars believe that values are philosophy whereas mostly relate them with belief, goals, concept, principle, moral obligation, duties, needs and preferences that cultivate one’s attitude (Li et al., 2012; Choi and Totten, 2011; Schwartz, 2005; George, 2003; Friedman et al., 2008). In this study, values are defined as ‘the beliefs and a set of principles that sets the criteria, based on event and situation, to educate and guide actions that develop the attitude and behavior. These personal values not only enhances the behavior in ethical way, but also has strong influence on decision making in the business and organization strategic thinking, policy development, quality establishment and management practices.

In this regard, different measuring instruments have been developed for theses values in a wide range, conspicuously showing the lack of agreement on the common, standard and unique contents of values and its structure as well (Friedman et al. 2008; Jurikewicz & Giacalone, 2004, Schwartwarz and Boehnke, 2004; Jaffe and Scott, 2004; Hofstede, 1993, 2001; Crace and Brown, 1995; McDonald and Gandz, 1992; Rokeach, 1973). To understand the uniqueness and insight of values, it is relevant to review the values and their contents published in different fields such as psychology, anthropology, business ethics, health, tourism and management. In particularly, this study focuses on the identification and enlisting of range of human, individual or personal, hereafter referred in this study as H-I-P values, from the literature and eliminating the explicit and implicit conceptual duplication to unique values by applying Grounded theory’s constant comparison and memoing techniques.

In this context, this paper presents SLR on H-I-P values based on computer search in six databases, namely, Emerald, Sage pub, Springer Link, Science Direct, ACM and JSTOR. To ensure comprehensiveness of the search, manual search, related to values, to find the values inventories are also included. This paper is organized in the following sections: In Section II, background and existing literature related to values are reviewed. Next, research methodology for systematic literature review (SLR) and scope of research is discussed in Section III; Section IV and V consist of results and discussion in detail. In Section VI consists of threats to validity and
Finally conclusion is illustrated in section VII.

2. Background

Many scholars situate the values definition in different ways, such as Rokeach (1973) define values as ‘an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence’. Similarly, Meglino and Ravlin (1998) delineate values as ‘Values specify an individual’s personal beliefs about how he or she ‘should’ or ‘ought’ to behave towards social environment’ and Kluckhohn (1951) elaborate this as ‘A value is a conception, explicit or implicit, distinctive of an individual or characteristic of a group, of the desirable, which influences the selection from available modes, means, and ends of action’. More recently, values beyond this basic understanding of values, they are also defined in terms of applicability of different situations as “desirable, Tran-situational goals, varying in importance, that serve as guiding principles in people’s lives” (Schwartz, 1994: 21).

Values conceptualization differs in contents, structure and the process through which they formulate and interact with enduring events, resulting in the various scales and contents of H-I-P values that engender hindrances in advancement and progression. In this context, values background and its related review is conducted on two stages; first stage explained review studies related to values conducted by scholars, that constitute three in total, and second stage consisted of discussion on different listing of values by involving literature and providing results of an existing study by Mills et al (2009) as evidence. The first stage in rationalization of values background, consist of three reviews studies. First review is conducted by Sontag and Schlater (1995), who reviewed values literature related to clothing. He developed a model and named it as focus and subject-object inclusion that consist of a Matrix of two-dimensional table. This matrix consisted on vertical axis which sub-classify into content, structure and process as three focal points, and horizontal axis contains the subject-object inclusion as parameter that consists of three cores: subject-only, subject-object reactive and subject-objective interactive. He used this matrix to identify published articles in relation of human values and clothing buying behavior.

Similarly, Meglino & Ravlin (1998) also conducted another review on values, specifically related to behavior studies. He reviewed values concept and its role on organization studies, and identified studies that had used values as dependent, independent and moderating in nature and developed framework for analyzing values effect based on published research. Interestingly, he showed the importance of tasks and situational variables, which act as a middle layer between individual and his outcome.

Recently, Cheng and Fleischmann (2010) developed meta-inventory of human values based on the review of twelve existing published articles related to values. He described these published articles as values inventories, and based on these developed another list of values, he named meta-inventory. In other words, he defined meta-inventory as ‘list of common values from existing inventories’. Finally, he proposed a meta-inventory consist of sixteen values based on 12 existing inventories.

Although, studies shown above are related to literature of values, however, they lacks in unique listing of values. As first study presented by Sontag and Schlater (1995) focused on measuring the influence of values on the selection of cloths using existing value list, but lacks in providing the values list specifically. Similarly, study conducted by Meglino & Ravlin (1998) focused only on behavior and was limited data source for literature review from year 1987-1997. Moreover, the third study, Cheng and Fleischmann (2010) related to meta-inventory of human values that have few threats and limitations of his work related to selection of values list, and methodology for developing the meta-inventory. In the context of values selection, author used work, organization, workplace spirituality values and human values, resulted in total of 12 values inventories to generate the new list of meta-inventory. Whereas it is evident from the literature that value cannot enforecedly relate to the upholding of human values, as values are enduring beliefs, inner construct of human and aligned in the organizations and culture (Schwarz, 2006, 2011, ). In other words, values are personal beliefs and concept, which is relatively stable and important to understand and aligned by scholars in numerous researches with culture and organizations values (Aaron Cohen et al, 2011; Melissa L. Gruys et al, 2008; Westerman and Vanka 2005; McDonald and Gandz’s, 1991). In this stream, based on the findings from the study of Posner and Schmidt (1993), it can be argued that personal values are more important than an organizational values understanding to improve attitude and behavior. Another limitation of Cheng and Fleischmann (2010) wok is related to the values that exist with multi labels in literature such as personal, individual and consumer values, and only inventory based publication were selected for development of human values, so it is possible that they may ignore some important human values listed in other published articles, which could increase the comprehensiveness of the author’s identified meta-inventory.

Other than the limitation of values selection, as discussed above, methodological limitation is also observed in this study, such as author used the minimum scale of values, which found at least in five inventories, to develop the meta-inventory and exclude all other values. After critical examination of this article, it is observed that many important values such as trust, justice, security that occurred four times and similarly other values such as loyalty, respect, sense of belongingness, self-discipline and especially power which is more related to
empowerment, exist three and two times were excluded. Whereas it is evident from literature that these values have been listed and emphasized in different articles, which challenge the completeness and comprehensiveness of meta-inventory of human values.

In addition to the first stage of values background, as discussed above, in second stage results of existing study of Mills et al (2009) is to support the notion of lack of consensus in the values items and categories, to say values contents. In this context, authors form a table that consist of values contents and types that include the work of Rokeach (1973), McDonald and Gandz (1992), Hofstede (2001), Schwartz (2004), Jaffe and Scott (2004). They describe the detail work of each author by listing their values and its types for comparison and found variation in them. He found that the five studies he included resulted in different number of values such as Rokeach provides 36 terminal and instrumental values, Schwartz (1994) provides 56 values and classified them into 10 motivation values types and four classifications, Jaffe and Scott (2004) provided 40 values with 6 categories and McDonald and Gandz (1992) provides 21 values and Hofstede (1993, 1991) describes 36 values.

Based on discussion above, it is argued that values and its types are varying, specifically in meaning and concepts. This emerged the lack of consensus among scholars on unique value (distinct in meaning and concept, implicitly and explicitly) that turn into the challenge for the communal agreement among the practitioner and researchers which need to be resolved (Cable and Edwards, 2004; Ravlin and Meglino, 1987; Schwartz, 2005, 2006; Smith et al, 2002). Therefore, in this paper, unique H-I-P values will be identified and enlisted, which may become an initial guideline for the researchers from academia and industry.

3. Research Methodology

In order to accomplish the objective of this study, a systematic literature review (SLR) is presented. This SLR has been used in many fields such as social sciences, engineering and management (Ghanavati et al., 2011; Machuca et al. 2007; Carroll and Shabana, 2010; Tranfield et al., 2003; Wood, 2010). Actually, SLR provides a base to integrate scholars and practitioners with reliable information, which becomes the basis for decision making and rational for actions. Research methodology consists of same steps as followed by Tranfield et al. (2003) such as Review planning, Review conduction and Result reporting.

3.1 Review Planning

It is a process which is performed in order to select the papers for reviewing. Process consists of following stages.

- Research goals
- Identification of Sources
- Keyword selection

**Research Goal:** The goal of this literature review is to identify and enlist the unique H-I-P values, by reviewing the published research related to H-I-P values published in diverse journals in past decades.

**Identifying the Sources:** To accomplish the goals of this paper, six databases were searched such as Emerald, Springer-Link, Science Direct, JSTOR, ACM Digital Library and Sage pub. The research is focus on journals and also few recent conferences proceedings related to values to ensure the comprehensiveness.

**Identifying the Keywords:** By considering the research goal, keywords are identified such as: Human Values, Individual values, Personal Values and values in general which will assist in building the queries for paper selection from the databases. Selection of abstract keywords is intentionally buildup, so that maximum published papers from diverse journals can be accessible.

Review conduction and Review results steps of SLR are further categorized into four steps, such as extraction of dataset from database, examining the articles critically and enlisting the range of H-I-P values, identification and synthesis of explicit and conceptual data unit’s (values) duplication and value grouping and classification, as shown in Figure 3.

3.2 Review Conduction

**Step 1:** Extraction of dataset from database

As shown in Figure 3, it comprises of query selection, inclusion and exclusion criteria and building the initial dataset, which are explained below.

**Query selection:** The six strings has been used as abstract query for the objectives of this study which are following: (String 1: “Human Values” with filtration of [Title + Abstract + Keywords], String 2: “Individual Values” with filtration of [Title + Abstract + Keywords] and String 3: “Personal Values” with filtration of [title + Abstract + Keywords]). As some search engines has their customize interfaces with advance search option, so filtration is also used and customized accordingly.

**Identifying the inclusion and exclusion criteria:** An Exclusion criterion used for this study is consist of three levels. First level, papers related to table of contents or workshops, as paper “Type”, are excluded from the dataset. Second level is related to checking each of the paper based on keywords. Therefore, if the paper found does not consist of any of the keywords (“Human Values” OR “Individual Values” OR “Personal Values”), then that paper is tagged as “Stage 2-NO (Exc. criteria)” and it is excluded from the dataset fosters exclusion criteria. All the papers, which must have the above keywords, are tagged as “Stage 2-YES (Inc criteria)”, becomes the
Grounded Theory: what grounded theory is and why it is used. 

Step 2: Planning: Research Goals

This section contains examination and results according to the objective of this study as indicated above (Review Planning: Research Goals). This step as shown in Figure 1 consists of examining the articles and listing the H-I-P values from the selected papers. The detail list of H-I-P values with their related references is presented in Figure 2, which consists of two columns: H-I-P values and references. It is to be notified that the references, author names and year, for this table is mentioned in numbers style due to space limitation and are detailed in appendix.

4. Results

4.1 Result Reporting

This section contains examination and results according to the objective of this study as indicated above (Review Planning: Research Goals).

Step 2: Examining the articles critically and enlisting the range of H-I-P values

This step as shown in Figure 1 consists of examining the articles and listing the H-I-P values from the selected papers. The detail list of H-I-P values with their related references is presented in Figure 2, which consists of two columns: H-I-P values and references. It is to be notified that the references, author names and year, for this table is mentioned in numbers style due to space limitation and are detailed in appendix.

Step 3: Identification and synthesis of Explicit and Conceptual Data Unit’s (values) Duplication

Enlisting the unique values, grounded theory’s constant comparison and memoing techniques are used in this step. Before applying the grounded theory, brief explanation is presented to explain the two important questions; what grounded theory is and why it is used.

Grounded Theory: This theory proposed by Glaser (1992), who explained its usage for analysis and to build the theories on the basis of data taken from the social world and are grounded in one’s daily experiences and actions (Knigge et al, 2006). In this regard, theory emphasizes on the approach that is systematic for data collection, its handling and its analysis (Douglas, 2003). Therefore, this paper also adopted this systematic approach to analyze values and adapted its two main techniques, constant comparison, and memoing, for analysis. Coding generally refers to the conceptual integration of data; more specifically, it comprises of techniques such data inquiring, comparison among the data units to position the data, and using these to form dimensions (Corbin and Strauss, 2008). In this regard, some authors detailed these concept as “the process of defining what the data is about”, “deriving and developing concepts from data” and “codes capture patterns and themes and cluster them under an evocative title” (Bryant et al., 2010; Corbin and Strauss, 2008; Glaser, 1998).

Constant comparison technique of grounded theory is applied to identified the values that have implicit, explicit and conceptual duplication, as it can be observed from the list of values discussed in Table 3, for example, “Daring” and “Risk taking” has explicit and conceptual duplication, similarly, others are “Kindness” and “Generosity”, “Power” and “Authority” are found duplicated. Table 4, explains all the duplicated values with their status of retaining and removing from the list. Furthermore, it consists of two columns; one is ‘value
example, it can be modified and used for providing awareness programs and educating people, analyzing and helpful for the researchers and practitioners who are working in H-I-P values to adapt and apply in any field. For duplication. These unique values are more comprehensive including all the values from literature, which will be contained’, which shows those values that are included in the list and second is the ‘values removed’, which shows those values that are not included in list due to explicit and conceptual duplications. For each of the values that found duplicated and are either removed or retained in the list, memos are generated not only to link them with the main list but to mention the comments and reasoning of doing modification with those values and are maintained in the master file.

Step 4: Value Grouping and Classification
The trend of grouping and classifying values is evident in the literature (Rokeach, 1973; Schwartz, 1992, 1994; Jaffe and Scott, 2004). Therefore, this study also adapted this phenomenon and classifies them based upon their common characteristics as shown in Table 4. The most of the classification names that are used to group values, adapted from commonly used classifications found in the existing H-I-P values literature (Schwartz, 1994; Jaffe and Scott, 2004). So resulting in the final unique values and grouping that have been used in the literature related to H-I-P values, and hereafter act as a reference list for further research. Besides this, there are some values which are not included, as it may have very general meaning that cannot be grouped, for example, unfettered eating is for consumer values but context base. Moreover, chastity in women is very general and it appeared only once in literature, similarly, institution and relativism are object or category, so these are also not included in value grouping.

5. Discussion and Future Work
Values are diverse and complex in nature that results in an argument that this notion generates the lack of consensus on comprehensive list of values. In this context, this study overcome the limitations, as discussed in background section, and make contribution to identify the range of unique values of H-I-P, by conducting a systematic literature review and using grounded theory. This eliminate the confusion on repeating values that exist in the literature by identification and removal of explicit and conceptual data unit’s (values) synthesis and duplication. These unique values are more comprehensive including all the values from literature, which will be helpful for the researchers and practitioners who are working in H-I-P values to adapt and apply in any field. For example, it can be modified and used for providing awareness programs and educating people, analyzing and understanding cross-cultural society and getting human, specifically manager and employee, perceptions in specific fields of business and organization research, such as human resources management, quality management and implementation, leadership, marketing behavior, consumer, behavior, organizational behavior etc. The upcoming stream of research in this regard is to use these identified unique H-I-P values for mapping and investigating its scope on quality management implementation and organizational success. Moreover, it is not only a today’s need for the society to realize every one’s social responsibility and welfare for humankind, but also enlighten the ways for organizations and management to improve their performance and become more competitive. Moreover, values also postulate different structure, methodologies, and formulation process, specifically in relation to any context, event, policies and management practices. So to approach these context driven values, further research is also required in the areas discussed above.

6. Limitation
In this study, though values related to H-I-P values are searched by following the SLR, some limitations may be ascribed to this study such as only six databases searched for H-I-P values that may effect on the final paper selection. Similarly, H-I-P values searched only as a focus of this study, so it may provoke some missing values from literature. Besides this, only English version articles included in analysis, which might affect on completeness and comprehensiveness.

7. Conclusion
The values research in different fields such as psychology, philosophy, ethics, social sciences, health, environmental management and business, resulting in different values, its measuring methodologies and instruments that call the need on unique values contents and structure among the scholars. To address this issue, SLR is performed related to H-I-P values and its contents only. Thus this study reviewed the published research on H-I-P values and identifies the unique values using grounded theory. This identified unique value list will integrate scholars by providing foundation of H-I-P values, as a reference list of values contents, for futuristic research.

References


Bretschi, M. D., Judge, T., New York State School of, I., & Labor, R. (1994). *Person-organization fit and the theory of work adjustment: implications for satisfaction, tenure and career success*. [Ithaca, N.Y.]: School of Industrial and Labor Relations, Cornell University.


51


Krogh, L., & Andersen, H. “Actually, I &lt;i&gt;think&lt;/i&gt; May&lt;/i&gt; be Clever Enough to do it”. Using Identity as a Lens to Investigate Students’ Trajectories Towards Science and University. Research in Science Education, 1-21.


Shim, S., & Eastlick, M. A. (1998). The hierarchical influence of personal values on mall shopping attitude and


Figures and Tables

Step 1: Extraction of dataset from database

Step 2: Examining the articles critically and enlisting the range of H-I-P values

Step 3: Identification and synthesis of explicit and conceptual data unit’s (values) duplication

Step 4: Value grouping and classification

Unique of H-I-P values

Figure 1: Steps of review conduction

Table 1: Papers Statistics for selected Databases with Inclusion and Exclusion Criteria

<table>
<thead>
<tr>
<th>Databases</th>
<th>Paper Found</th>
<th>Stage 2-YES (Inc. criteria)</th>
<th>Stage 2-NO (Exc. Criteria)</th>
<th>Stage 3-YES (Inc criteria)</th>
<th>Stage 3-NO (Exc criteria)</th>
<th>Total No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emerald</td>
<td>544</td>
<td>226</td>
<td>118</td>
<td>57</td>
<td>159</td>
<td>277</td>
</tr>
<tr>
<td>Springer Link</td>
<td>571</td>
<td>203</td>
<td>368</td>
<td>80</td>
<td>123</td>
<td>491</td>
</tr>
<tr>
<td>Science Direct</td>
<td>1041</td>
<td>341</td>
<td>700</td>
<td>89</td>
<td>232</td>
<td>912</td>
</tr>
<tr>
<td>JSTOR</td>
<td>593</td>
<td>164</td>
<td>229</td>
<td>36</td>
<td>128</td>
<td>357</td>
</tr>
<tr>
<td>ACM Digital Library</td>
<td>53</td>
<td>49</td>
<td>34</td>
<td>15</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>Sage pub</td>
<td>591</td>
<td>270</td>
<td>321</td>
<td>82</td>
<td>188</td>
<td>508</td>
</tr>
<tr>
<td>Total</td>
<td>3923</td>
<td>1253</td>
<td>1770</td>
<td>574</td>
<td>883</td>
<td>2553</td>
</tr>
</tbody>
</table>

Note: Paper found refers to the total paper received against searching. Stage 2-YES (Inc criteria) refers to inclusion criteria of papers from initial dataset "paper found" and Stage 2-NO (Exc criteria) refers to exclusion criteria of papers from initial dataset "paper found". Stage 3-YES (Inc criteria) denotes the inclusion criteria of papers based on Stage 2-YES (Inc criteria) and Stage 3-NO (Exc criteria) represents the rejected papers based on Stage 2-YES (Inc criteria).

Figure 2: List of H-I-P Values with their related References
Journal of Literature, Languages and Linguistics - An Open Access International Journal
Vol.1 2013

64
71

Journal of Literature, Languages and Linguistics - An Open Access International Journal
Vol.1 2013

65
Table 3: Values list (after explicit and conceptual data units’ duplication removal)

<table>
<thead>
<tr>
<th>Value Contained</th>
<th>Values Removed</th>
<th>Value Contained</th>
<th>Values Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daring</td>
<td>Risk-taking</td>
<td>Kindness</td>
<td>Compassion</td>
</tr>
<tr>
<td>Daring</td>
<td>Courage</td>
<td>Helpful</td>
<td>care</td>
</tr>
<tr>
<td>An exciting life</td>
<td>Exciting</td>
<td>Helpful</td>
<td>Salvation</td>
</tr>
<tr>
<td>Intelligent</td>
<td>Intellectual</td>
<td>Interdependent</td>
<td>Connectedness</td>
</tr>
<tr>
<td>Intelligent</td>
<td>Wisdom</td>
<td>Interdependent</td>
<td>Relatedness</td>
</tr>
<tr>
<td>Logical</td>
<td>Rational</td>
<td>Choosing own goals</td>
<td>Goals oriented</td>
</tr>
<tr>
<td>Logical</td>
<td>Pragmatism</td>
<td>Independent</td>
<td>Autonomy</td>
</tr>
<tr>
<td>Patriotism</td>
<td>Nationalism</td>
<td>Freedom</td>
<td>Self-determination</td>
</tr>
<tr>
<td>Loyal</td>
<td>Loyalty</td>
<td>Motivation</td>
<td>Willingness</td>
</tr>
<tr>
<td>Loyal</td>
<td>Commitment</td>
<td>Motivation</td>
<td>Respect</td>
</tr>
<tr>
<td>Trust</td>
<td>Faith</td>
<td>Self-respect</td>
<td>Self-esteem</td>
</tr>
<tr>
<td>Hope</td>
<td>Optimism</td>
<td>Self-image</td>
<td>Identity</td>
</tr>
<tr>
<td>Hope</td>
<td>Expectancy</td>
<td>Self-respect</td>
<td>Respect</td>
</tr>
<tr>
<td>Learning</td>
<td>Educated</td>
<td>Respect for others</td>
<td>Honoring for parents and elders</td>
</tr>
<tr>
<td>Achievement</td>
<td>Successful</td>
<td>Orderliness</td>
<td>World-order</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>Efficacy</td>
<td>Orderliness</td>
<td>New order</td>
</tr>
<tr>
<td>Teamwork</td>
<td>Team result oriented</td>
<td>Duty</td>
<td>Job</td>
</tr>
<tr>
<td>Teamwork</td>
<td>cooperation</td>
<td>Justice</td>
<td>Fitness</td>
</tr>
<tr>
<td>Selffulfillment</td>
<td>Self-realization</td>
<td>Justice</td>
<td>Equity</td>
</tr>
<tr>
<td>Solidarity with others</td>
<td>Consent for others</td>
<td>Security</td>
<td>Safety</td>
</tr>
<tr>
<td>Relation</td>
<td>Leisure</td>
<td>Authority</td>
<td>Power</td>
</tr>
<tr>
<td>Peaceful</td>
<td>Tranquility</td>
<td>Authority</td>
<td>Influence</td>
</tr>
<tr>
<td>Cheerful</td>
<td>Happiness</td>
<td>Satisfaction</td>
<td>Quality of life</td>
</tr>
<tr>
<td>Tolerance</td>
<td>Patience</td>
<td>Curious</td>
<td>Curiosity</td>
</tr>
<tr>
<td>Innovation</td>
<td>Novelty</td>
<td>Self-Discipline</td>
<td>Self-control</td>
</tr>
<tr>
<td>Advancement</td>
<td>Development</td>
<td>Capability</td>
<td>Ability to take initiatives</td>
</tr>
<tr>
<td>Kindness</td>
<td>Empathy</td>
<td>Loving</td>
<td>Love</td>
</tr>
</tbody>
</table>

Table 4: Revised Values and its Grouping

<table>
<thead>
<tr>
<th>Value</th>
<th>Accomplishment</th>
<th>Well-being</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daring</td>
<td>Achievement</td>
<td>Human welfare</td>
</tr>
<tr>
<td>Teaching</td>
<td>Effectiveness</td>
<td>Solidarity with others</td>
</tr>
<tr>
<td>Courage</td>
<td>Excellence</td>
<td>Relaxation</td>
</tr>
<tr>
<td>An exciting life</td>
<td>Teamwork</td>
<td>Convenience</td>
</tr>
<tr>
<td>Selffulfillment</td>
<td>Self-realization</td>
<td>Openness</td>
</tr>
<tr>
<td>Solidarity with others</td>
<td>Consent for others</td>
<td>Security</td>
</tr>
<tr>
<td>Relation</td>
<td>Leisure</td>
<td>Authority</td>
</tr>
<tr>
<td>Peaceful</td>
<td>Tranquility</td>
<td>Authority</td>
</tr>
<tr>
<td>Cheerful</td>
<td>Happiness</td>
<td>Satisfaction</td>
</tr>
<tr>
<td>Tolerance</td>
<td>Patience</td>
<td>Curious</td>
</tr>
<tr>
<td>Innovation</td>
<td>Novelty</td>
<td>Openness</td>
</tr>
<tr>
<td>Loyalty</td>
<td>Maturity</td>
<td>Self-discipline</td>
</tr>
<tr>
<td>Trust</td>
<td>Adventurous life</td>
<td>Adaptability</td>
</tr>
<tr>
<td>Hope</td>
<td>Selfless</td>
<td>Benevolence</td>
</tr>
<tr>
<td>Altruism</td>
<td>Personification</td>
<td>Selflessness</td>
</tr>
<tr>
<td>Dedication to excellence</td>
<td>Goal-directed</td>
<td>Generosity</td>
</tr>
<tr>
<td>Competence</td>
<td>Altruism</td>
<td>Helpful</td>
</tr>
<tr>
<td>Personal growth</td>
<td>Self-discipline</td>
<td>Sensitivity</td>
</tr>
<tr>
<td>Professional growth</td>
<td>Self-actualization</td>
<td>Forgiving</td>
</tr>
<tr>
<td>Skills and knowledge</td>
<td>Sense of almanac</td>
<td>Interdependent</td>
</tr>
<tr>
<td>Capacity</td>
<td>Relentlessness</td>
<td>Resilience</td>
</tr>
<tr>
<td>Implication</td>
<td>Wealth</td>
<td>Idealism</td>
</tr>
<tr>
<td>Communication</td>
<td>Property</td>
<td>Ideality</td>
</tr>
<tr>
<td>Participation</td>
<td>Rewarding self</td>
<td>Perfect</td>
</tr>
<tr>
<td>Sharing</td>
<td>Wealth</td>
<td>Empowerment of an ideal</td>
</tr>
<tr>
<td>Social</td>
<td>Materialistic</td>
<td>Inspiration</td>
</tr>
<tr>
<td>Social order</td>
<td>Price-inexpensive</td>
<td>Honesty</td>
</tr>
<tr>
<td>Ordering Relationship</td>
<td>Liberty</td>
<td>Integrity</td>
</tr>
<tr>
<td>Warm relationship</td>
<td>Independent</td>
<td>Righteousness</td>
</tr>
<tr>
<td>Social rules</td>
<td>Choosing own goals</td>
<td>Seeing the good and truth</td>
</tr>
<tr>
<td>Defensiveness</td>
<td>Freedom</td>
<td>Honest</td>
</tr>
<tr>
<td>Hedonism</td>
<td>Pleasure</td>
<td>Hard-working</td>
</tr>
<tr>
<td>Spirituality</td>
<td>Inner Respect</td>
<td>Self Direction</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>A spiritual life</td>
<td>Self-respect</td>
<td>Ambitious</td>
</tr>
<tr>
<td>Inner harmony</td>
<td>Self-confidence</td>
<td>Motivation</td>
</tr>
<tr>
<td>Relevance</td>
<td>Valued</td>
<td>Eagerness</td>
</tr>
<tr>
<td>Devout</td>
<td>Self-image</td>
<td>Persistence</td>
</tr>
<tr>
<td>Accept portion in life</td>
<td>Human dignity</td>
<td></td>
</tr>
<tr>
<td>Sense of belongingness</td>
<td>Preserve my public image</td>
<td></td>
</tr>
<tr>
<td><strong>Workplace</strong></td>
<td><strong>Outer Respect</strong></td>
<td><strong>Rules &amp; Regulation</strong></td>
</tr>
<tr>
<td>Working condition</td>
<td>Respect for others</td>
<td>Rights</td>
</tr>
<tr>
<td>Biospheric</td>
<td>Respect for tradition</td>
<td>Formality</td>
</tr>
<tr>
<td>Meaningful</td>
<td>Respect from others</td>
<td>Law &amp; order</td>
</tr>
<tr>
<td>Flexibility</td>
<td>Obedient</td>
<td>Purpose</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>Courtesy</td>
<td></td>
</tr>
<tr>
<td>Job Satisfaction</td>
<td>Politeness</td>
<td>Responsibility</td>
</tr>
<tr>
<td>Healthy</td>
<td>Filial piety</td>
<td>Duty</td>
</tr>
<tr>
<td>Reciprocal of favors</td>
<td></td>
<td>Accountability</td>
</tr>
<tr>
<td>Contentedness</td>
<td></td>
<td>Responsibility</td>
</tr>
<tr>
<td><strong>Power</strong></td>
<td><strong>Universalism</strong></td>
<td><strong>Transparency</strong></td>
</tr>
<tr>
<td>Social power</td>
<td>Protecting the environment</td>
<td></td>
</tr>
<tr>
<td>Authority</td>
<td>A work of beauty</td>
<td>Justice</td>
</tr>
<tr>
<td>Empowerment</td>
<td>Unity with nature</td>
<td>Social justice</td>
</tr>
<tr>
<td>Decisiveness</td>
<td>Clean</td>
<td>Justice</td>
</tr>
<tr>
<td>Centrality</td>
<td>A world at peace</td>
<td>Equality</td>
</tr>
<tr>
<td>Attitude towards authority</td>
<td>Surviving</td>
<td></td>
</tr>
<tr>
<td><strong>Resistance</strong></td>
<td><strong>Aesthetic</strong></td>
<td><strong>Security</strong></td>
</tr>
<tr>
<td>Renunciation</td>
<td>Attraction</td>
<td>Safety</td>
</tr>
<tr>
<td>Distaste</td>
<td>Aesthetic</td>
<td>Privacy</td>
</tr>
<tr>
<td>Strains</td>
<td></td>
<td>Security</td>
</tr>
<tr>
<td>Resistance to temptation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Egoistic</strong></td>
<td><strong>Affection</strong></td>
<td></td>
</tr>
<tr>
<td>Conservatism</td>
<td>Loving</td>
<td></td>
</tr>
<tr>
<td>pride</td>
<td>Mature Love</td>
<td></td>
</tr>
<tr>
<td>Prejudice</td>
<td>Love Seeking/Sensing</td>
<td></td>
</tr>
<tr>
<td>Aggression</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX:
Due to space limitation, the detail list of articles (H-I-P values identification) with authors names and year in number style is represented here, as used in figure 2.


