



# THE EFFECTS OF THE LEADERSHIP STRATEGIES USED IN PITHAMPUR'S COMMERCIAL SYNBAG, AN EMPIRICAL RESEARCH

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**Abstract :** The purpose of this study was to investigate the effect of leadership strategies utilised in the Commercial Synbag Pithampur. This study draws on a variety of previously published works by other researchers, allowing us to obtain pertinent data about different leadership strategies and employee performance. We looked at the application of leadership strategies to meet both corporate and personal objectives. For the investigation, a sample size of 120 employees at Commercial Synbag in Pithampur was taken into consideration. Procedures for sampling the target population, sampling methods, determining the sample size, and other elements are all part of the qualitative research. To analyse the data, reliability and a factor analysis test were used in SPSS.

**Keywords:** Employee performance Leadership strategies, Job Satisfaction, Commitment, Commercial Synag Pithampur

## I. INTRODUCTION

In today's society, competent leadership is required for commercial enterprises to remain successful. Without it, companies cannot function properly or fulfil their goals and ambitions. Effective leadership depends on the function of the leader and on their ability to ensure that their subordinates adhere to the goals and standards of the organization. In this assignment, you'll critically analyze how leadership influences today's company success.

Employees are the heart and soul of any business, and their performance determines whether the enterprise does well or fails. And since their performance is dependent on the direction and encouragement given by their leader, effective leadership requires exceptional skills. Effective leaders are those who are constantly working and researching to improve their improve their leadership styles and skills.

As a result, goal achievement, influence/support, and volunteer work are the three key components of leadership.

Briefly stated, leadership is the process of creating concepts and a vision as well as making difficult choices about people and all other resources.

A process of influencing is leadership. The group leader has the power to influence each member of the group's attitudes, behaviours, and performance. There is a specific bond between the group leader and his followers.

## II. LITERATURE REVIEW

Effective leadership is crucial to an organization's success. There are several common characteristics that effective organizational leaders share. Without these characteristics, initiatives and change can fail. Leaders can take many different steps to help keep projects from failing.

Leaders need to be self-aware of how their actions are perceived by those they manage (Moment, 2007). Employees will sometimes mirror the behavior of managers. Aghdaei (2008) talks about the philosophy of “shadow of a leader,” where the leader demonstrates the wanted behavior (p. 16). Leaders should model hard work for employees (Weiss, 2000). Aghdaei (2008) states that “when you repeatedly demonstrate meaningful, positive behavior, people are motivated to follow” (p. 16).

Employers must be managed and organised by leaders. Even though innovation relies on the concerted efforts of others to succeed (Hesselbein, Goldsmith, & Somerville, 2002), if everyone isn't involved, resistance to change may become more pronounced (Dooley & O'Sullivan, 2001). According to Gratton and Erickson (2007), "an organization's senior executives' philosophies are reflected in the success or failure of a team's ability to collaborate. When executives encourage social interactions and model collaborative behaviour themselves, teams do well. (p. 103). Initiatives may falter in the absence of substantial industry backing (Strebel, 1996).

In order to deal with "changing circumstances," leaders must be able to adapt (Moment, 2007). Every firm needs leaders who can adapt as quickly as the market (Newcomb, 2005, p. 34). Employees look to their managers for guidance as business needs might change quickly. Employees may lose faith in their leaders as a result of their uncertainty.

Leaders are critical in supporting ethical standards, as well as demonstrating and advocating ethical behaviour to staff (Stansbury, 2009). Leaders must be truthful and responsible for their actions (Hesselbein, Goldsmith, & Somerville, 2002). Employees must work in a setting that promotes and supports ethical behaviour in order to practise it (Duncan, 2002, p. 685). Professionals should tell the truth and take responsibility for their errors, and they should also expect their subordinates to do the same (Hesselbein, Goldsmith, & Somerville, 2002, p. 63).

Employees ought to receive equitable treatment. Managers shouldn't disregard either good or bad behaviour. Effective leaders should instead positively reinforce excellent behaviour and negatively reinforce bad behaviour instead of making generalisations (Weiss, 2000).

Strategic planning is essential for directing leadership (Choen, 2008). Leaders must be able to express business aims and objectives clearly and precisely while also making sure that they are measurable. Initiatives need planning and a strategy if they are to be successful. Managers must convert initiatives and ideas into actionable steps that their team can take (Maddock & Viton, 2008). A leader must express clearly what is required (Weiss, 2000). The initiative is doomed to fail if the employee doesn't know what to do.

### III. STATEMENT OF THE PROBLEM

The study highlights the importance of leadership in the debate and the complexities of purpose within business contexts. As a nutshell, this research has several major implications. First, it will provide policy guidance for the examination of leadership style in organizations and the essential motivation to reduce employee absenteeism. The research study also aids in enlightening the management of the company about significance and value of having great leaders there. The research also informs workers about their responsibilities to the organization's leadership and other relevant topics. This study investigated the factors that cause workers to respond favorably to a certain management style and sought to understand what drives them to be devoted to their jobs.

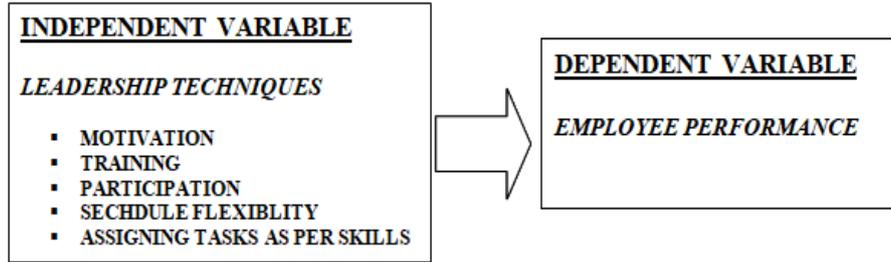
Additionally, all of the aforementioned consequences, issues, and solutions were evaluated critically in order to serve as potential recommendations to the manager of today who may be willing to use a specific leadership style in regards to employee absenteeism. This will prevent the leaders from remaining in a better spot to choose the finest kind of leadership system.

### IV. FRAMWORK OF THE STUDY

The goal of research is to discover how diverse dependent and independent variables relate to one another. Here, the employee's performance is the dependent variable and leadership techniques are independent variables. Each aspect has a unique impact on how

well employees perform. To determine the intensity of the association, though, the future relationship strength and trajectory would be examined. Research is hence exploratory in character.

Various dependent and independent variables are defined for the theoretical framework in order to carry out the investigation. Employee performance is the dependent variable, and leadership capabilities are the independent variable. The major purpose of selecting these factors is to examine their relationships, specifically whether leadership abilities affect employee performance.



## V. OBJECTIVES OF THE STUDY

- 1) To analyze the leadership skills used in commercial synbag.
- 2) To know does these skills affect the motivation level of employees
- 3) To evaluate the Understanding of employees whether leadership techniques enables them to accomplish the organizational goals.

## VI.METHODOLOGY OF THE STUDY

It covered a brief background of the study's context, participants, sampling methodology, design of the study, tools, and methods for gathering and analyzing data that were employed by the researcher.

**RESEARCH DESIGN-** It focuses on the essential characteristics of the population, including their attitudes, beliefs, views, motives, and behaviors. Before deciding on a research design for the current study, the researchers selected the aforementioned factors into consideration. To investigate the relationship between leadership style, absenteeism, and staff satisfaction, predominantly a quantitative analysis of data was used. In addition, a qualitative approach was used as a technique for validating the questionnaire responses.

**STUDY POPULATION-** The study's target audience was confined to just leaders and employees of Commercial Synbag Pithampur. The organization was picked because it was easily accessible and a good fit for the study's subject. It should not be believed that other organizations in Pithampur are unaffected by the study, since this is unavoidable given the nature of the organizational environment and its globalization.

**SAMPLE SIZE-** 120 employees of Commercial Synbag Pithampur

**SAMPLING METHOD-** Stratified convenient sampling

**DATA ANALYSIS SOFTWARE** – IBM SPSS 20 version

**METHODS OF DATA ANALYSIS-** Reliability, Factor Anaylsis

## VII.DATA TESTING AND ANALYSIS

### Reliability Test

Cronbach's Alpha	N of Items
.726	19

**Interpretation:** -The alpha coefficient for the 29 items is .726. Suggesting that the items have relatively high internal consistency.

### Demographic Profile

Age					Total
18-25years	26-35years	36-45 years	46-55Years	55 and above	120
18(15%)	8(7%)	8(7%)	78(64%)	8(7%)	(100%)
Gender					
Male		Female			120
85(92%)		35(8%)			(100%)
Marital Status					
Married		Unmarried			120
80 (85%)		40(15%)			(100%)
Qualification					
UG	Graduate	PG	Diploma or Certificate		120
46(38%)	66(55%)	4(3%)	4(3%)		(100%)

Income in Rs. on monthly basis				
Rs.10-20	Rs. 20-30K	Rs. 30-40K	Rs. Above 40K	120
6(5%)	70 (58%)	32(26.7%)	12(10%)	(100%)
Total Experience				
0-5 yrs	5-10 yrs	10- 15 yrs	15 & above	120
20(17%)	6(5%)	2(12%)	92(77%)	(100%)

#### Factor Analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.605	
Bartlett's Test of Sphericity	Approx. Chi-Square	268.600
	df	171
	Sig.	.000

**Interpretation:** - KMO Measure of sampling adequacy is used to compare the magnitudes of the observed correlation coefficients in relation to the magnitudes of the partial correlation coefficients. Large KMO values are good because correlations between pairs of variables (i.e., potential factors) can be explained by the other variables. If KMO is below .5, don't do a factor analysis.

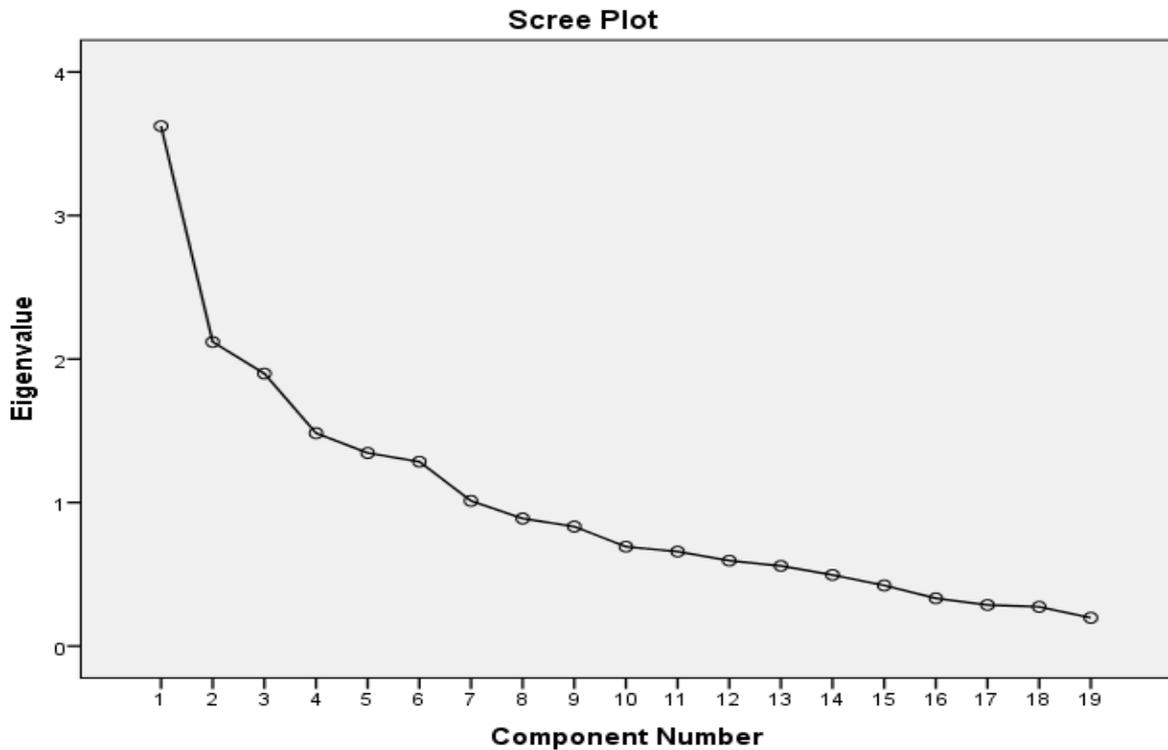
As per KMO and Bartlett Test value is .869 which is at par with .605 recommended value and Bartlett's test of sphericity Chi-square value is 268.600 and significance value is .000 where as degree of freedom is 171 indicate that factor analysis done for 19 variables is effective.

#### Total Variance Explained

Component	Initial Eigen values		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	19.068	19.068	3.623	19.068	19.068	2.274	11.966	11.966
2	11.153	30.220	2.119	11.153	30.220	2.256	11.876	23.842
3	9.994	40.214	1.899	9.994	40.214	2.181	11.479	35.322
4	7.808	48.022	1.484	7.808	48.022	1.911	10.060	45.382
5	7.082	55.104	1.345	7.082	55.104	1.847	9.722	55.104
6	6.762	61.866						
7	5.324	67.191						
8	4.677	71.868						
9	4.382	76.250						
10	3.644	79.893						
11	3.465	83.359						
12	3.133	86.491						
13	2.940	89.432						
14	2.609	92.041						
15	2.224	94.265						
16	1.752	96.017						
17	1.507	97.524						
18	1.439	98.963						
19	1.037	100.000						

Extraction Method: Principal Component Analysis.

**Interpretation:-** After applying the Principal Component Analysis (PCA) we observed that after 5th component difference in variable were list than we referred screen plot and identify the 5 variables. Total variance explains 55% of total variance.

**Rotated Component Matrix<sup>a</sup>**

	Component				
	Personal Factors Of Employees	Leader's Personal Skill Factor	Encouragement & legality	Working relations in organization	Time management
Whether Your Leader Always Motivate The Group To Beat The Previous Record		.544			
While Assigning Tasks, Your Leader Considers People's Skill And Interests		.678			
Your Leader Takes Decision Fast And Timely According To The Situation		.750			
While Working With Team, He Encourages Everyone To Work Towards The Same Goal		.457			
Does Your Leader Always Manages His Time Efficiently				.334	
Do You Have Positive Working Relationship With Your Leader				.364	
Does You Leader Provides You Flexibility During Work				.735	
Do You Always Coordinate With Your Team Members				.778	
Does You Leader Provides You Any Training In The Organization		.492			
Does Your Leader Takes Time To Understand What People Expect Of Him So They Can Be Successful					.562
How Often Do You Take Extra Leave From Your Office	.774				
Do You Always Make Sure That There Is No Time Wastage Of Material Or Any Loss					.712
How Often Have You Failed To Achieve Your Target	.825				
How Often Do You Come Late At Your Workplace	.422				
When Working In A Team Your Leader Always Encourages Everyone To Work Towards The Same Goal			.520		
Do You Feel Like Home While Working In The Organization			.717		

Does Your Leader Closely Monitor's The Schedule To Ensure A Task Or Project Will Be Completed On Time			.672		
Legally			.551		
Pending Work	.666				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

**Interpretation:-** AS per Rotated Component Matrix Taken revealing that our extra leave, target, late, and pending work with factor loading .774, .825, .422, .666. all these factor can be clubbed & called as **Personal factor of Employees.**

As per Rotated Component Matrix Taken revealing that our motivation, task assignment, encouragement, and training will factor loading .544, .678, .750, .457 all these factor can be clubbed & called as **Leader's personal skill factor**

As per Leader's personal skill factor Rotated Component Matrix Taken revealing that encouragement, supervision, belongingness and legality in performing tasks will factor loading .520, .717, .672, .551 All these factors can be clubbed & called as **Encouragement & legality factor.**

As per Rotated Component Matrix Taken revealing that our time management by leader, flexibility, coordination, working relations with factor loading .334, .364, .735, .778 all these factor can be clubbed & called as **working relations in organization.**

As per Rotated Component Matrix Taken revealing that our leader understands and time wastage by employee with factor loading .562, .712 and all these factors can be clubbed & called as **Time management.**

## VIII. FINDINGS

- Most of the employees are satisfied with the leaders in Commercial Synbag, Pithampur. Employees performance is also good because their leader is effective and good. Leadership and employees performance is interrelated and the effect of effective leadership on employees performance is positive.
- On the basis of factor analysis there are 5 major factors identified which affect effective leadership and employee performance.
  - Personal factor of Employees,
  - Leader's personal skill factor ,
  - Encouragement & legality factor ,
  - Working relations in organization.,
  - Time management
- Most of the employees said that there leader is motivating and communicates the orders and instruction with clarity. He is also able to manage his time efficiently.
- Most of the employees in Commercial Synbag are coordinating with each other in the team.
- In Commercial Synbag employees are goal oriented and are able to achieve their target timely.

## IX. SUGGESTIONS

- Leaders should motivate their employees as much as they can.
- Communication should be proper between employees and leaders. For this two way communication process must be adopted. Leaders should communicate instructions and orders with clarity.
- Leaders should manage their time more efficiently because if he manages his time efficiently they will be more focused towards the goal of the organization.
- Leaders should allow participation of employees in decision making and also provide them a flexible schedule as much as possible keeping in view the profitability of the organization.
- Encourage succession planning to identify the employee's future role and work with them on designing their succession plan within the organization.

## X. CONCLUSION

To flourish, every company needs have effective leaders in the proper places. To be able to give their employees with successful leadership, these leaders must possess the necessary abilities and traits. In order to retain effective leadership, leaders must constantly study, acquire, and develop new leadership abilities and traits.

Since the leaders in the commercial synbag Pithampur are effective, both employee performance and relations with the leaders are positive. The majority of staff members are working to the best of their abilities and assisting in the growth of the company. Additionally, there is good collaboration between the executives and staff. Therefore, altogether, leadership has a beneficial effect on employees' performance.

Effective leaders may guarantee that they propel their firm to success by displaying the necessary talents and traits. Without competent leadership, a business organisation cannot fulfil its goals and objectives, causing it to fail.

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