



IMPACT OF LEADERSHIP ON BUSINESS MANAGEMENT

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Abstract

The main objective of the research was to find out the impact of different leadership styles on business management and their overall performance. The necessary roles required for making of a good leader were discussed at the beginning of the research. It was clear that numerous leadership styles have a distinctive effect on the work environment in which the employees work in, and the point of view of the delegates. It was concluded that leadership behaviors have a profound effect on the management staff as well as the future and growth of the company.

Introduction

‘Leadership is influence.’ This research is based on the personal qualities of a leader i.e.- his or her interpersonal skills, the leader’s ability to foster an appropriate culture and to manage talent. These qualities can later be used to rate a leader. Furthermore, the research specified the effect of leadership styles on the productivity and effectiveness of the employees. It was found out that leadership styles used by various enterprisers and their decision could make a change in the productiveness of the organization.

Theory

Leadership does not have a comprehensive meaning, but it can be advanced from various outlooks. There are different leaders and each type of leadership beholds varied qualities and capacities. The five roles of a good leaders are Motivator ,The Mentor/Navigator ,Good Learner with Better Communicator.

Rating Leadership Qualities

For starting a business, we need leaders to implement policies and motivation for the employees. You can’t be its only leader. The Leadership Qualities Assessment index lists characteristics in two broad domains: the individual domain, looking at the personal qualities of a leader, his or her strategic prowess, execution proficiency, interpersonal skills, and leadership “brand“ or style; the organizational domain, covering the leader’s ability to nurture an appropriate culture, manage talent, inspire accountability, communicate information, and create work processes that align with the company’s strategy. If an organization with 100 people, it’s 10. If you have an organization with 1,000, it’s 30 to 3. These are some models of leadership styles includes Situational, Transactional, Transformational Authentic leadership, Democratic leadership. This style is also called TEAM(Total Efforts of all members), Autocratic Leadership style, Entrepreneurial style, Charismatic Style.



Effects of leadership styles

Leadership has an overwhelming effect on the respective employees and other staff members. Some benefits of leadership styles on employees include Higher quality and safety, Better work/life balance, Excellent customer service: Growing profitability and Appreciation.

Experimental

Effective leadership is one of the greatest fundamentals to building great organizational cultures. A leader can be anyone who has influence or authority, regardless of title, and leaders set the tone for organizational culture.

Leaders can reinforce values while simultaneously holding people accountable. This influence over others can be either positive or negative based on the leadership style and execution of strategy, but both effective and ineffective leadership will influence and build organizational culture in the workplace.

1.Introduction to the company

Techno soft is a global technology services company offering broad based Engineering and IT services using a variety of client -partnership models for delivery. Technosoft’s client base spans various industry verticals including Heavy Engineering, Industrial Equipment ,Machinery & Robotics ,Off -Highway Equipment ,Transportation, Automative ,Medical devices and customer electronic products. The company’s client base is primarily centered in the US,Canada,UK and Germany .Technosoft’ scenter of excellence for engineering is located in Mumbai ,India.

Technosoft Engineering is a wholly-owned subsidiary of TechnosoftGroup ,a publicly -traded ,45 -year old manufacturing and engineering conglomerate. Technosoft derives its core engineering expertise and financial strength from Technosoft group and leverages its network in over 20 countries.

2.Result

Analysis of the survey questionnaire is dealt with leadership behavior and leadership styles .There are 400 employees working at Technosoft Engineering. out of which 16 male population with age group between 35-45 yrs.responded to the survey questionnaire.

Out of 16 respondents the number of respondents who have been working in Technosoft for less than one year is 2.One of the respondents have been working for the company for more than 2 year .Finally 13 of therespondents has been working for more than three.

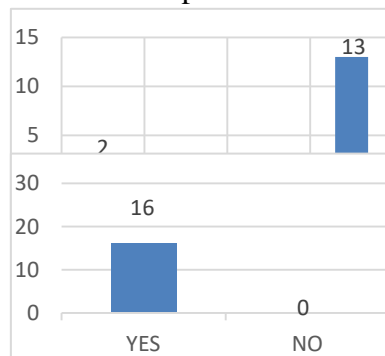
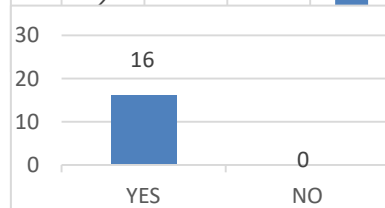
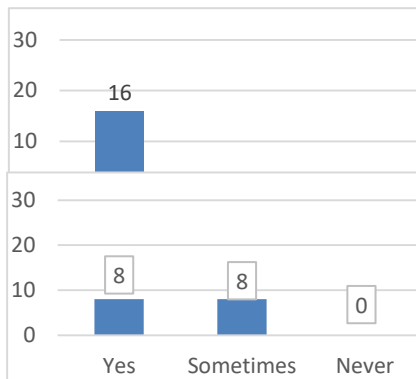


Figure1 :Work in Technosoft Engineering

All 16 respondents were doing exactly the task they were choosenfor .This shows that more respondents work for the company’s interest .This is shown in the

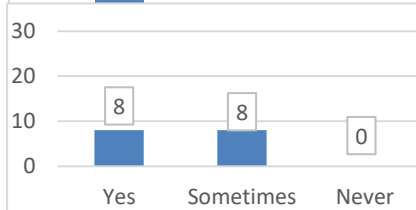
Figure 2 : Doing the task





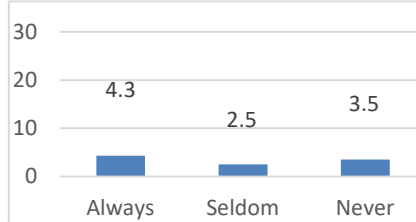
16 respondents stated that they are always encouraged to use the standard procedures. This means that the company has policy to encourage the use of standard procedures.

Figure 3 :Standard Procedures



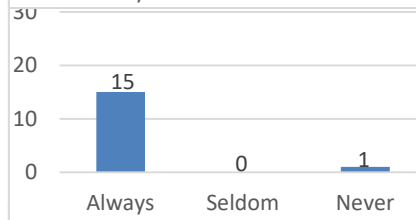
There are 25 respondents out of 29 who said that they are satisfied with the settlements of conflicts in the company. Three respondents replied that sometimes and there was one who was not satisfied with settlements of conflicts in the Company.

Figure 4 :Settlements of conflicts



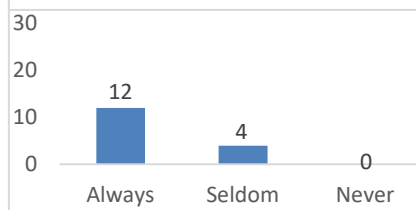
15 Respondents out of 16 are pushed for improved quality. One of them said that this happens seldom This means that management in the company is well organized.

Figure 5 :Pushed for improved Quality



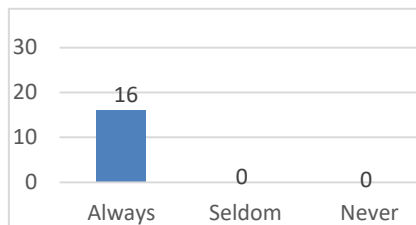
There are 15 respondents out of 16 who said that they are well motivated towards accomplishing the task whereas one said that there is lack of motivation. This means that the employees are highly motivated towards their tasks in the company.

Figure 6 :Motivated accomplishing task



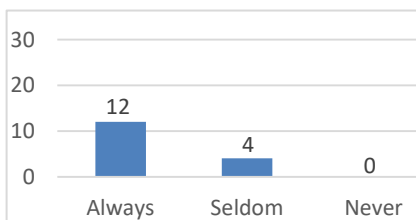
12 respondents out of 16 said that they always have freedom of action whereas 4 of them replied that they seldom have freedom of action .This shows that most of the people in the company have freedom of action regarding their work issues .

Figure 7: Freedom of action

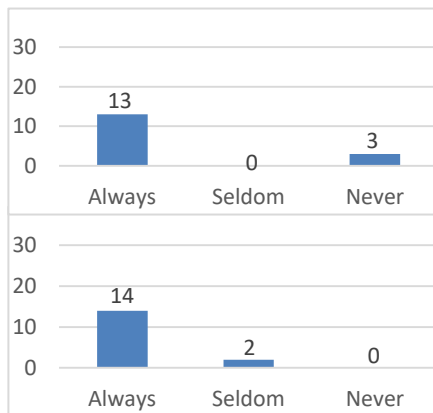


There are 16 respondents who said that they get support for building a team, This means that there are good team leaders and the managers in the company to support their teams

Figure 8 :Support for team building



12 respondents out of 16 said that they have strong backup to beat the previous targets whereas 4 of them said that they seldom have this chance .This shows that company is working hard to offer strong support as shown in **Figure 9. Strong backup for beating previous targets.**



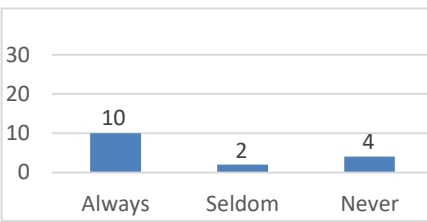
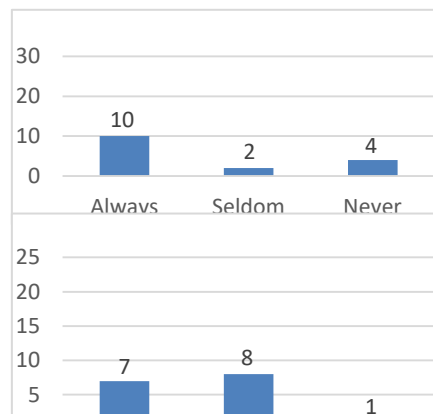
13 respondents out of 16 said that they can work under pressure for completing assignments whereas 3 of them said that they can't.

Figure 10. work under pressure for completing assignments

14 respondents out of 16 said that they delegates work to subordinates and monitors achievements for results . whereas 2 of them said that they seldom have this chance .

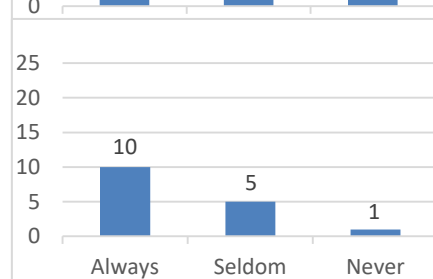
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Figure 11. Delegates and monitoring of work



that they always work for profitabilitywhereastwo have this chance and 4

profitability



All 16 respondents keeps the customer satisfaction upmost in mind and taking prompt actions on customer feedbacks and takes action This means that there are good team leaders and the managers in the company .

Figure 13: Customer Satisfaction

7 out 16 respondents said that they get rewards for the performance. 8 said that they seldom got rewards. One of them said that they do not get rewards at all as shown in

Figure 14. Rewards for performances



10 out of 16 respondents were satisfied with the CEO and said that they got help from the CEO in the best possible way towards the success.Five of them said that they seldom got help and one of them stated they never got help .

Figure 15. CEO efforts towards success



DISCUSSION

The main aim of the research is to find the impact of leadership behavior on a firm's business growth. The research was done to study how the firm grows towards success and achieves targets with the help of leadership behaviors and different types of leadership behaviors were discussed. Technosoft Engineering is one of the fastest growing companies in the service sector area in the region. According to the Analysis of interview with Business Head the business has been growing by enriching competencies and tapping new opportunities. In addition to that, growth was well planned with sales and execution drives. They give their employees opportunity for on job learning and explore new domains. Furthermore, they help them grow in career and work in dynamic team environment. They also focus in making smart (Specific, Measurable, Attainable, Relevant, Time-based) targets and appropriately facilitating them with needful support. Last but not the least, a clear vision with roadmap for incremental growth guides team to perform and give steady development.

CONCLUSION

After the survey with the employees, it has been concluded that the democratic and transactional leadership behavior type which is a reason for the growth and success of the company in a short period of time. Mostly employees were satisfied with the company heads and leaders and their actions towards the management and employees; this is one of the main reasons for the growth and performance of Technosoft Engineering.

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