

**IMPACT OF LEADERSHIP STYLES ON EMPLOYEES
ORGANIZATIONAL CITIZENSHIP BEHAVIOR:
EMPIRICAL ANALYSIS OF THE MEDIATING ROLE OF
EMPLOYEE MINDFULNESS IN THE ELECTRONIC
MEDIA INDUSTRY OF ISLAMABAD/RAWALPINDI
PAKISTAN**



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**A Thesis Submitted in fulfillment of the Requirements for the award of
the degree of Master of Philosophy (Management Sciences)**

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ABSTRACT

The aim of the present study was to examine the impact of Charismatic and Transformational Leadership styles on Employees Organizational Citizenship Behavior in electronic Media Industry of Rawalpindi and Islamabad, Pakistan. The study is based upon the theory proposed by George Homans in 1958 called as the Social Exchange Theory and the main objective of the study in the expansion in our existing knowledge on the positive leadership styles i.e. Charismatic Leadership and Transformational Leadership. Charismatic Leadership style is describes as influencing the others by providing, responding to environmental and circumstantial indications and emphasizing on collective identity and also motivating the followers in intellectual and emotional manner. The transformational leadership is described as exhibiting consideration to the needs of their followers, paying attention to them, supporting the followers, coaching the followers and giving due care to them.

The data was collected from a sample of 361 individuals working in the electronic media industry of Rawalpindi and Islamabad Pakistan. The results obtained after analyzing the data reveals that there is a positive relation among the Charismatic, Transformational Leadership style and Employees Organizational Citizenship Behavior and Employee Mindfulness partially mediates the relationship among the said variables.

The current study is a noteworthy contribution in the field of management sciences as well as it multiple implications at various managerial levels and also at academic levels. In future, exploring the same study in cross cultural contexts would be very interesting whether it is applicable to other contexts or otherwise.