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IMPACT OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE CREATIVITY WITH MEDIATING ROLE OF PERCIEVED ORGANIZATION SUPPORT ON SOFTWARE AGENCIES OF ISALAMBAD/RAWALPINDI

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ABSTRACT

This research is an effort to extend the ongoing research in the line of transformational leadership on employee creativity with mediating effect of perceived organization support on software houses of Islamabad and Rawalpindi. Past literature is collected from journals, books and an online source is used to analyze and develop logical arguments for this research with outcome of testable of hypothesis and with theoretical framework. The study is based on employees of software houses of Islamabad and Rawalpindi with a sample size of 348 respondents, the methods suggested by Barons and Kenny (1986) is used for mediation analysis. The study has estimated series of regression model and correlation ships. It is found that transformational leadership has positive impact on the employee creativity. The perceived organization support also has a positive impact on transformational leadership as well as on the employee creativity. However, the mediating influences of perceived organization support are partial mediate the relationship of transformational leadership and employee creativity. The sample size used in this research is limited to hold greater generalizability, also due to limitation of time and cost data was collected one time only. The main focus of the research was on middle line manager of software houses. Future research can be carried out in other industries and in a different geographical setting. Sample size can be increased and qualitative and quantitative data can have better analysis of the research. To have a better understanding of the topic future research should incorporate with different variables.

Key words: *Transformational leadership, employee creativity, perceived organization support*

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