

# **THE IMPACT OF PERCIEVED AUTHENTIC LEADERSHIP ON INNOVATIVE WORK BEHAVIOR OF EMPLOYEES: A STUDY OF SERVICE SECTOR IN KARACHI, PAKISTAN**

**BY**

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



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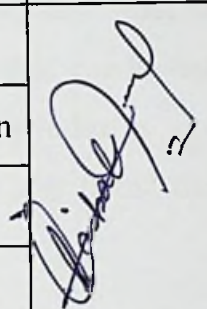
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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

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1.	8 <sup>th</sup> Nov, 2021	Teacher's Cubicle	Data processing and formation of tables for chapter 4	
2.	22 <sup>nd</sup> Nov, 2021		Discussion on data analysis and interpretation	
3.	20 <sup>th</sup> Dec, 2021		Chapter 5, 6, and 7 and Plagiarism check	
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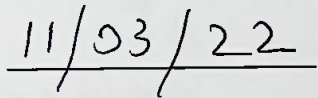
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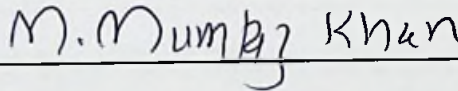
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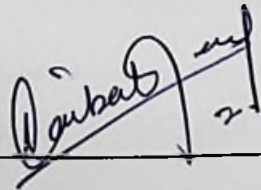


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I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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## Abstract

**Purpose** – The purpose of the study is to ascertain the impact of perceived authentic leadership on innovative work behavior of employees through the individual and sequential mediation of flow at work and job crafting. The study also examines the moderating role of creative self-efficacy.

**Methodology & Design** – The data was voluntarily collected from 201 employees working in the service sector through survey design. The data analysis was done through sequential equation modelling (SEM) via Smart PLS 3.0.

**Findings** – The results of the analysis revealed that perceived authentic leadership is statistically related to innovative work behavior. The mediation analysis revealed that flow at work successfully mediates the relation of perceived authentic leadership and innovative work behavior, while the mediating role of job crafting was not statistically proven, however, the sequential mediation of flow and job crafting was found to be statistically proven. Lastly, the relation between perceived authentic leadership and innovative work behavior was found to be moderated by creative self-efficacy.

**Limitations** – The study was time constraint and also the data collected was one-sided (i.e. collected from employees) which may be subject to self-reporting biasness.

**Recommendations** – The future researchers are recommended to conduct a longitudinal research to examine the difference of result with time. They are also recommended to take the opinion of managers along with employees into the consideration. Moreover, this study failed to statistically prove the individual mediation of job crafting in the relationship of perceived authentic leadership and innovative work behavior, so the future researchers are recommended to explore this relation further more for the sake of contribution in the current literature.

**Keywords:** Perceived Authentic Leadership, Innovative Work Behavior, Flow at work, Job Crafting, and Creative Self-efficacy

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