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THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE CREATIVITY

(A study of Software industry of Lahore, Pakistan)

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Abstract

This study aims to examine the impact of transformational leadership on creativity of employees in Software Industry of Lahore Pakistan. All over the world Software Industry is growing with respect to the demand for software solutions. It becomes competitive among solution providers to provide solutions with high precision, with less cost, user satisfaction, and delivery within time period. The main source of gaining competitive advantage is the human resource or the employees of software industry. Because they have uniqueness that no one can imitate easily. So, if employees, in software industry, provide an innovative and unique service to their customers, they can easily win the market. To achieve that particular competitive advantage the employee's creativity is essential within the workplace. Through a detailed literature review, it is found that the employee's creativity is not developing automatically; it needs the support of management and style of leadership.

The researchers suggest that transformational leadership style is more conducive for enhancing employee's creativity. But the literature review shows that all researchers are not agreed to this because the culture of the society and environment of the organization also has the impact on employee's creativity. So this research is conducted to find out whether the transformational leadership makes an impact on employee's creativity in the software industry of Lahore Pakistan. The sample of 264 employees and managers has taken from the different software houses of Lahore. To save the data from biasness, the employee's creativity data is taken from the managers and transformational leadership data is collected from employees of software houses.

The study measure impact of transformational leadership on employee's creativity in software industry of Lahore Pakistan. The results find no significant impact of transformational leadership on employee's creativity in software industry of Lahore Pakistan.

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List of Abbreviations

Abbreviations	Definitions
TFL	Transformational Leadership
CC	Creativity
II	Idealized Influence
IM	Inspirational Motivation
IS	Intellectual Stimulation
IC	Individualized Consideration