

**TRANSFORMATIONAL LEADERSHIP, TRANSACTIONAL LEADERSHIP
AND ITS EFFECTS MOTIVATING THE SALES FORCE AT HABIB BANK
LIMITED**



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ABSTRACT

Leadership in any organization plays a vital role in achieving goals and objectives of the organization. In this regard, this study is aim to discus two leadership styles transformational leadership and transactional leadership. Study will shows the relationship of these two leadership style with employee motivation. Data was collected through questionnaires at HBL to analyse the effect of this particular leadership styles on employee motivation. Substantial amount of evidences in background study shows that transformational leadership is empowered motivation and transactional leadership is controlled motivation. Both the leadership styles have different effects on employee motivation. The truth of relationship of these two styles has been revealed in this study.

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