

# **EFFECT OF TRANSFORMATIONAL LEADERSHIP STYLE ON EMPLOYEE BEHAVIOR IN TCF**

**By**

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**MBA Thesis**  
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## Abstract

**Purpose:** This research study is performed with an objective to determine the role of transformational leadership style on employee behavior and attitude in TCF Pakistan to understand the scope of leadership style in molding employee interest toward the organization and their general perception toward the organization. Furthermore, this study also explores different aspect of transformation leadership style visible in TCF Pakistan and its marginal contribution in improving employee behavior. In this research work explanatory approach has followed.

**Research Methodology:** This study is primary in nature and followed quantitative approach. In this research study likert scale has used to quantity response of respondents on scale from 1 to 5. The population of current research study composed of non-profit organization and targeted population is represented by The Citizen Foundation. In this research work non-probability convenience sampling technique has adopted to construct a sample for current research study. In this research study a sample size of 300 respondents have selected for response collection purpose. This research work followed with selection of survey technique as data collection process for current work. In this research technique questionnaire has used as data collection instrument to collect responses from targeted population. In this research study components of transformational leadership style i.e. idealized influences, inspirational motivation, intellectual stimulation and individualized consideration have used as independent variable while employee behavior has used as dependent variable. In this research study multivariate regression technique has used statistical technique.

**Findings of the Research:** It has revealed that there is a positive impact of intellectual stimulation, individualized consideration, idealized influence and inspirational motivation on employee behavior in TCF. The marginal impact of individual consideration and idealized influence has found relatively more significant impact in comparison to inspirational motivation and intellectual stimulation.

**Practical Implications:** This study clearly indicated that transformational leadership style has significant outcome on employee behavior and can be further improved through training and development programs.

**Keywords:** Transformational leadership style, Employee behavior