

# **IMPACT OF LEADERSHIP ON EMPLOYEE MOTIVATION IN TEXTILE INDUSTRY OF PAKISTAN**

**By**

**AISHA HANIF  
23819**

A thesis presented to the Department of Management Sciences,  
Bahria University Karachi Campus, in partial fulfillment of the  
Requirements of the MBA degree



**SPRING, 2017**

**Bahria University Karachi Campus**

## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	18/4/17	Room 204	Research Methodology	
6	11/5/17	Library	Data Analysis	
7	9/6/17	Room 207	Conclusion & Recommendation	

#### APPROVAL FOR EXAMINATION

Candidate's Name: AISHA HANIF Registration No. 23819  
Thesis Title: IMPACT OF LEADERSHIP ON EMPLOYEE MOTIVATION  
IN TEXTILE INDUSTRY OF PAKISTAN

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 10% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: \_\_\_\_\_

Date: 10/9/2017

Name: S. MAZHAR RIZVI

Head Of Department Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## ABSTRACT

**Purpose:** The objective of this study is to understand the scope of leadership style specifically transformational leadership in textile industry of Pakistan and identify current leadership practices followed in textile industry of the country along with its ultimate implication on employee level of motivation. Furthermore this study helps to identify the scope of leadership style as non-monetary factors in determination of employee attitude toward organizational goals and its resultant impact on organizational performance.

**Research Methodology:** In this research work quantitative research approach is followed with primary data in use. This research study is explanatory in nature that is also known as causal research study. In this study the population is textile industry of Pakistan and it is specifically targeted to textile firms operational in Karachi. The sampling technique that is followed during current study is non-probabilistic in nature and in this reference convenience sampling technique is adopted to understand the scope of sampling and applied on targeted population. The size of targeted population is not known with validity henceforth sample size of 384 has been selected. In this research work survey approach has followed for the purpose of data collection. Questionnaire is used as data collection instrument from respondents. This study used Cronbach's Alpha as reliability test to test the level of reliability of current research study.

**Findings of the Research:** The coefficient matrix reveals that leadership inspirational aspects, leadership intellectual stimulation and leadership individualized consideration has significant impact on employee motivation in textile industry in Pakistan while leadership behavior aspects has no significant impact on employee motivation in textile industry in Pakistan. There is a positive impact of leadership inspirational aspects, leadership intellectual stimulation and leadership individualized consideration on employee motivation in textile industry in Pakistan.

**Practical Implications:** This study helps to improve leadership practices among managers to improve employee motivation level

**Keywords:** Employee motivation , Leadership style

**TABLE OF CONTENTS**

LIST OF TABLES AND MATRICES ..... iii

LIST OF FIGURES AND GRAPHS..... iv

PLAGIARISM REPORT..... v

ACKNOWLEDGMENT..... vi

ABSTRACT .....vii

**Chapter 1- Introduction ..... 1**

    1.1 Background of the study ..... 1

    1.2 Research Context..... 4

    1.3 Problem Statement ..... 5

    1.4 Objective of the Study..... 5

    1.5 Research Questions ..... 6

    1.6 Thesis Time Horizon..... 7

    1.7 Thesis Time Scale ..... 7

    1.8 Limitation of the study ..... 7

    1.9 Significance of the Study ..... 8

    1.10 Prospects of Further Research..... 8

    1.11 Ethical Considerations..... 9

    1.12 Organization of the Thesis ..... 9

**Chapter 2- Literature Review..... 11**

    2.1 Employee Motivation..... 11

<b>2.2 Leadership Style</b> .....	13
<b>2.3 Transformational Leadership</b> .....	16
<i>2.3.1 Idealized Influence</i> .....	17
<i>2.3.2 Individual Consideration (IC)</i> .....	18
<i>2.3.3 Intellectual Stimulation (IS)</i> .....	18
<i>2.3.4 Inspirational Motivation (IM)</i> .....	19
<b>2.4 Introduction to the Industry</b> .....	19
<b>2.5 Conceptual Framework</b> .....	21
<b>Chapter 3- Research Methodology</b> .....	<b>23</b>
3.1 Nature of the Research .....	23
3.2 Type of the Research .....	23
3.3 Targeted Population .....	23
3.4 Sampling Technique .....	24
3.5 Sample Size .....	24
3.6 Data Collection Methods .....	25
3.7 Data Collection Instrument .....	25
3.8 Reliability Test .....	25
3.9 Research Model .....	25
3.10 Research Hypothesis .....	26
3.11 Statistical Technique .....	27
<b>Chapter 4- Data Integration</b> .....	<b>28</b>

4.1 Reliability Test ..... 28

4.2 Multivariate Linear Regression Analysis ..... 28

4.3 Hypotheses Summary ..... 30

**Chapter 5-Critical Debate ..... 31**

**Chapter 6- Conclusion and Recommendations ..... 34**

6.1 Conclusion ..... 34

6.2 Recommendations ..... 35

6.3 Suggestions: ..... 35

**References 37**

**Appendix 39**