

**Major: HRM**

**Sr. No. 01**

**IMPACT OF TRANSFORMATIONAL LEADERSHIP ON  
EMPLOYEE JOB SATISFACTION WITH MEDIATORY  
EFFECT OF EMPLOYEE CREATIVITY: AN EMPIRICAL  
STUDY OF TELECOM SECTOR OF PAKISTAN**



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## ABSTRACT

This study is to examine the impact of transformational leadership on employee job satisfaction with mediatory role played by employee creativity within telecom sector of Pakistan. In this study, our focus was mainly on identifying the impactful relationship that exist amongst transformational leadership (independent variable), employee creativity (mediating variable), and employee job satisfaction (dependent variable) within telecom sector of Pakistan. To prove the relationship between transformational leadership, employee creativity, and employee job satisfaction, a structured questionnaire has been used to collect data from the officials associated with the telecom sector of Pakistan. Based on the data collected from the respondents through structured questionnaire, several hypotheses tests were applied. Results of those hypotheses tests have clearly indicated that there exists a significant relationship between transformational leadership, employee creativity, and employee job satisfaction within telecom sector of Pakistan. Some statistical instruments such as descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficients were used by the researcher to conduct this study. Finally, it can be said that transformational leadership (independent variable) and employee creativity (mediating variable) tend to have significant impact on satisfaction of employees associated with telecom sector of Pakistan.

**Key words:** Transformational Leadership, Creativity, Employee Creativity, Job Satisfaction, Employee Job Satisfaction, etc.

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