

The charismatic leader exhibits an authoritative style management essay

[Business](#), [Management](#)



The research objective is to find out the strategic leadership qualities in the managers of Viva Mobile services and hence its effects on the customers. Thus the main objective is to find out the followings. Is strategic leadership being practiced in Viva Mobile services company? Does the right decision making of the leaders under this concepts helps in attracting new customers and retaining old customers?

Research Problem and questions:

The research problem is to find out the abilities of the managers to work in line with strategic management. The questions related to followings. The study aimed to investigate the role of top management - mainly the Chief Executive Officer- and their leadership style and practices. The focus areas are as follow: Measuring the impact of top management on organizational learning. The impact of emotional intelligence on effective leadership. The Cultural differences influences on leadership. How strategic leaders influence each element of learning system. Assessment of leadership skills which hare necessary for diverting strategic change. Being prepared to overcome obstacles and lead the business. The role of leaders on achieving the maximum goals. Potential influence on organizational members and execute organizational changes

Research Source of data:

The data will collected from primary sources via questionnaire and secondary sources like previous studies and researches, book and magazines, and online resources.

Scope and limitations:

The scope of this research is only to the extent of this particular Viva Mobile Services study in context of strategic leadership qualities. The main variables that the researchers will look into are: Government Regulations, Budget, Methods and companionship to deliver such accounting standards.

Significance of the study:

This study will come in handy to serve other manufacturing companies and any related parties Thus; it will be significant for the general public, students of finance and potential customers of mobile services, investors, and may be useful for researchers.

Definition of terms

Strategic leadership helps in a concept in which a leadership of a specific person is used to deal with the requirements of a particular task or goal meant to be achieved in the coming future within a limited time frame. For example the strategic leadership of Winston Churchill, the prime minister of United Kingdom was use during the World War II which resulted in the victory of the country, but after that he could not win even single more elections.

Literature & Related Studies II Chapter

Chapter two

Literature Reviews:

The Charismatic leader exhibits an authoritative style in which the leader takes full responsibility for the team member's progress and accepts few suggestions from the team members. The Charismatic Leader Weber (1968),

describes charisma as " a certain quality of an individual personality by virtue of which he is set apart from ordinary men and treated as endowed with supernatural, superhuman, or at least specifically exceptional qualities" (p 329). Charismatic leaders can achieve admirable feats such as turning around ailing corporations, revitalizing aging bureaucracies, or launching new enterprises. (Howell & Avolio, 1995). They can accomplish these feats by powerfully communicating a compelling vision of the future, passionately believing in their vision, promoting their belief with energy, and advocating creative ideas. Charismatic can inspire others by offering expressions of confidence in follower's abilities to achieve high standards. They have a remarkable ability to convert complex ideas into simple messages (" I have a dream"). As a result, they are easily understood. They relish risk and feel empty without it; they are great optimists, they are rebels who fight convention and they may seem idiosyncratic. Charismatic leaders sense opportunities and formulate visions: they seem to sense their follower's needs as well as see the inefficiency of an existing situation. They are adept in unearthing untapped opportunities. These leaders also seem to have a great sense of strategic vision and a capacity to convey the essence of that to a broad group of people. They build trust in themselves through personal risk taking and self-sacrifice. They use personal examples and role modeling. When leaders interact with followers they employ combination of traits, skills and behaviors that is called leadership style (Lussier, 2004). The style which leader adopt commonly based on combination of their beliefs, ideas, norms, and values. Different theories and assumptions leads to a number of different leadership styles that includes authoritarian, democratic

and laissez faire. Transformational and transactional leadership were also widely studied in order to identify the best possible way for leaders to interact with their followers. There are many studies in context of different countries and industries focusing on leadership behaviors and styles. For example, leadership style and its relationship with dominant brain hemisphere that exerts two dimensions of leadership style i. e. task relation and human relation; a study was conducted on managers of medical university of shiraz in order to find out the relationship between right and left brain with hemisphere with leadership style. (Jahromi, Gholtash & Saeedian, 2011). Another study investigates the characteristics of high performance firms in turkey in order to highlight the factors which played major role in their success, during the time of crises. Leadership was studied in order to examine/identify high performing organizations; the aim of another study was to find out mediating role of learning orientation between the leadership style and firm performance in manufacturing industry. Three types of leadership behaviour-task oriented leadership behavior, relations oriented leadership behavior and change oriented leadership behavior-were examined (Özsahin, Zehir & Acar, 2011). According to Molero (1995), the Ohio perspective, as well as other perspectives of the same theoretical tradition, is the maximum exponent of "instrumental leadership," since this perspective deals exclusively with the technical and practical consequences of the leadership actions. That is to say, that if great importance is attached to leadership and the actions of leadership, they believe that these decisively influence the efficacy of the work units and the satisfaction of its members. It has been proven that in a general manner, with greater

initiation of structure made by the leader, a higher performance is achieved in the corresponding work unit. In a similar manner, if much consideration is shown by the leader, there is more satisfaction within the members of the team. A satisfactory understanding of transformational leadership can arise by simply contrasting it with transactional leadership. Using ideas originally proposed by Burns (1978), Bass (1985) applied the concepts of transactional and transformational leadership to business organizations. Burns differentiated transactional and transformational leadership in the field of politics. " Burns argues that transactional leadership entails an exchange between leader and follower. Followers receive certain valued outcomes (e.g. wages, prestige) when they act according to the leader's wishes" (Den Hartog et al., 1997).

Research Methodology III Chapter

Chapter three

Research Design

The research is designed in the form of the questionnaires and other secondary sources of data. The attempt was made to keep secrecy and clarify the questions to the respondent before the filling of questionnaire. Also the interview questions were designed to maintain secrecy of the identity of the person.

Sources of Data

There are two types of data in any research, primary and secondary data. In this report the researchers have used the primary source of data through distributing questionnaires along with secondary source of data.

Purpose and research questions or null hypothesis

The study will help analyze the steps to be taken in order to improve strategic leadership in Bahrain. Thus the main null hypothesis is to find out the followings. Is strategic leadership being practiced in Viva Mobile Services Company? Does the right decision making of the leaders under these concepts helps in attracting new customers and retaining old customers?

Sample Size:

The sample size consists of 15 employees of the company, and 15 respondents using Viva Mobile services from last 1 year minimum.

Scope and limitations

The scope of the study is to understand the various strategic leadership ideas and it's on ground reality and presence in Bahrain. The limitation of the study is that it is general preview and does not consider any specific work place.

Questionnaire:

General Interview questions for manager and customers:

What is your age? What is your gender? How long have you been associated as an employee or a customer with Viva mobile services? Are you happy with the company outcome and achievements till date?

Questions for the managers:

Are you aware of the strategic leadership concepts? Do you think that strategic leadership helps in fostering more customers? Do you read latest articles and gain further knowledge about the concept and its practice? Suggest ideas under this concept that your company can use to increase sales?

Questions for the customers:

Do you think that the company decisions on marketing of various products and services shows their strategic leadership qualities to develop long term relations with the customers? Do you think the company policies can attract new customers? Do you think that strategic leadership of the company will have long term results and help not only to remain in the business but to grow and prosper as well? Suggest ideas for the company's strategic leadership development?

Conclusion:

The main purpose of thesis is to find out the ground realities about the strategic leadership concept being used in Viva Mobile Service Company. Thus it is being observed that the company officials and customers both are aware of the concept and accept the benefits to the company from these concepts.