

# Impact of Charismatic Leadership Style on Organizational Effectiveness

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**Abstract**---Charismatic leadership is the procedure of encourage certain behaviors in other via power of personality, persuasion and communication this study shows the result between charismatic leadership and organizational effectiveness. It highlighting the effect of charismatic leadership on the organizational and it also shows that how this relationship affects the performance of employees. The data was collected from telecom sector in the Pakistan and the research was secondary and qualitative in nature , the sample size is 100 ,the research concluded that there is a relationship exist between charismatic leadership and organizational performance furthermore it recognizes the ability and skills more effectively ,analyst of subordinate's optimistic work attitude , help emerge in crises situation, evidently defining quality goals, which lead organizational recital more efficient and successful.

**Key words:** performance, effectiveness, aptitude, motivation, ability, competency



## 1. INTRODUCTION

Charismatic leadership is the process of encouraging certain behaviors in other via force of personality, persuasion and communication. Charismatic leadership inspire their followers to do things or to do things better. Charismatic leadership has its effects by strongly engaging followers' self-concepts in the interest of the mission articulated by the leader. Charismatic leadership is about heroism and flexibility. According to Psychology Today, most political leaders learn to communicate charismatically. Charismatic leadership have a very powerful effect on organizational performance, charismatic leadership has come on the boom in the recent years. Charismatic leadership have very positive effects on the employee, charismatic leadership brings progressive changes in the performance of employees.

Charismatic leaders are considered as effective leaders. Organizations are adopting charismatic leadership in order to increase organizational performance. (B. R. Agle, 2006) The followers trust in the leaders is an important part. In order to have long term impact of charismatic leader's leaders must create enthusiasm in followers. Shamir, B, Arthur, M. B, & House, R, J. (1994) As a result of charismatic leadership /higher performance of followers, increased satisfaction and motivation is viewed. Cicero and Pieria. (2007) charismatic leaders empower employee's subordinates and followers as a result of which employees feels motivated and they realize self-worth which results in job satisfaction and commitment which leads to efficiency and then organizational performance.

The organization that used charismatic leadership style is become very effective. (Conger, 2000)Organizational and task commitment are a

result of charismatic leaders. Leaders lead the employees so that the leader should be loyal and productive. The style of charismatic leadership is very different. The charismatic leadership collects groups through their personality and appeal.

Charismatic Leaders use an extensive variety of approaches to succeed their image and, if they are not logically charismatic, may practice assiduously at raising their talents.

### 1.1 PROBLEM STATEMENT

Charismatic leadership is strongly associated with organization effectiveness or not?

### 1.2 RESEARCH QUESTIONS

1. Why should organizations implement charismatic leadership?
2. How charismatic leadership affects organizational performance?
3. What is the relation of charismatic leadership with managerial attainment?
4. How the employees of telecom sector will be optimistically affected through charismatic leadership?

### 1.3 SIGNIFICANCE OF THE STUDY

This research will be helpful for the employees of every organization of Pakistan as well as the Organizations itself. Charismatic leadership is greatly valued by much organization, it will motivate employees to work efficiently which will develop organizational effectiveness. Charismatic leaders motivate group to work collectively for a frequent

origin. It will be supportive intended for theorists, academic, students as well as teachers because they create visions that their supporters can willingly observe, as well as in return the followers are motivated to contribute to a common goal.

#### 1.4 OBJECTIVE OF THE STUDY

- The significance of charismatic leadership as a analyst of subordinate's optimistic work Attitude as well as organization effectiveness
- Charismatic leaders are most likely to emerge in crisis situations
- Charismatic leadership is strongly associated with organization effectiveness.
- Charismatic leadership explain organizational performance superior in situation of Environmental improbability.

#### 1.5 LIMITATIONS

All the articles are available online. I will be working on five telecom companies which are zong, warid,ufone, moblink and telenor, however some issues and limitation we faced in the process of data collection , few respondent not provide accurate and comprehensive information data as well as several are not actively participate due to which we experience massive challenges during data collection progression.

#### 2. LITRATURE REVIEW

The aimed of the of the study of (Jane M. Howell, 1992) is to explore the impacts of ethical and unethical charismatic leaders on the performance of organization and how it developed ,the research was qualitative in nature and conducted in USA in this research the author concluded that development of inner ethical values is not an effortless job it involve recognized system of ethical behavior plus top executive which apply elevated ethical principles, Ethical charismatic leaders require to craft several optimistic change which lead followers believe motivated and its help employees to provide right direction to achieve organizational goal.

(Rowden, 2000)The intention of this research is to find the connection among charismatic leadership behaviors and organizational commitment to explore this study author used questionnaire methodology data conducted through students of 18-25 years of age with 6months of employment. The study shows a implication of job engagement in the affiliation among charismatic leadership and organizational citizenship behavior.

Explore in this study that self consciousness in executive would enhance job attitudes of managers as

well as subordinate equally, the study also search the affiliation among charismatic leadership and organization performance (j.sosik, 2001) .The sample size of 249subordinate and 83 managers from different organization of Pennsylvania This research shows that job attitudes, recital and charismatic leadership discriminate as a element of self-awareness for managers. Self-deceptive might be reprimand not merely by their subordinate with low stage of trust and organizational obligation but also by their superiors with inferior performances.

This study expected to consider that charismatic leadership has impact on a single follower's identity and perceived group task performance. The research was done on 252 members from which 94% were male 86% were married and 80% were at least college graduates. The average age of the sample was 42.5 years. The average organizational residency was 13.62; the employment residency was 2.9 years. (Conger, 2000)Organizational and task commitment are a result of charismatic leaders. The research was done in USA and the method was used was questionnaire.

In the research examine that rather the people working alone can perform much better in gatherings or people working in gatherings can perform better alone. (Jung, 1999)Quality of 347 students participated in this study. The sample age of participants was 21.5 years and 52% of the sample were male, the traverse of the ideal opportunity for the Asian students were 10.6 years in the United States. The research was conducted in the United States. The methodology utilized was survey. The result implied about management of cultural diversity in the US. In future research tries ought to be based on bigger theoretical structure.

(Shamir, 1999) Introduced in research that the topic have not received the required significance from leadership philosophers. They displayed the relationship between rhetorical behavior and charismatic leadership. The exploration was completed in USA. The research was subjective. The followers trust in the leaders is a vital part. Keeping in mind the end goal to have long haul effect of charismatic leader's leaders must have make stimulation in followers.

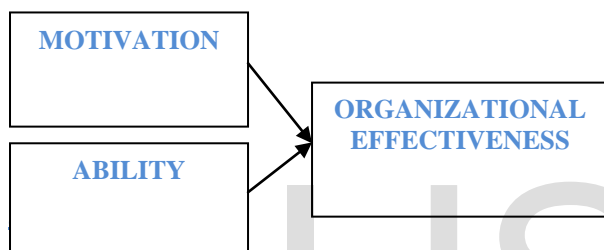
The motivation behind the research the basics of power, charisma and leadership. Researchers nowadays are rehearsing impression management in order to set an example for the follower, which expands the follower's inspiration and duty for leader's main goal. (Takala, 2005) He created interpretative investigation of ideas and utilized it. Charismatic leader and the supporters both hold control on each other. This research can be suggested with a specific end goal to direct leadership preparing.

The aimed of study is to explore the affiliation between charismatic leadership, organizational recital and charisma short and long term effect in organization (B. R. Agle, 2006). Data was conducted by the CEOs through the sample size of 120 questioners in organizations of USA and in this research the author concluded that charisma CEOs as well as managerial performances is not straight linked however yes its relate with each other and its highly associated to desired organizational performance.

### 3. METHODOLOGY

The research is based on secondary data. A structured questionnaire was designed to collect data and filled by employees and managers of telecom sector of Pakistan the sample is 100 data was analysis through pie charts and graphs

#### 3.1 Research model



H1: There is a relationship between charismatic leadership and organizational effectiveness.

#### NULL HYPOTHESIS:

Ho: There is no relationship between charismatic leadership and organizational effectiveness.

#### ALTERNATIVE HYPOTHESIS

H1: There is a relationship between charisma and ability.

Ho: There is no relationship between charisma and ability

H1: There is an influence between charisma and employee motivation.

Ho: There is no influence between charisma and employee motivation

### 4. DATA DESCRIPTION

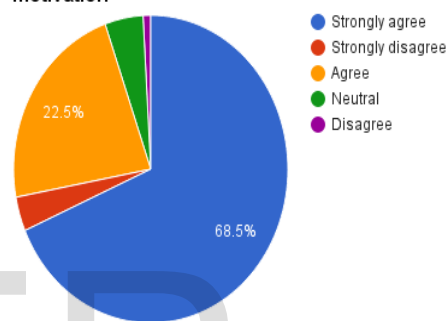
This research is conducted on the quantitative research approach. Questionnaire was used for data collection. The objects used for likert scale were, strongly disagree, disagree, neutral, agree, and strongly agree. A questionnaire was closed ended. The questionnaire was distributed among 200 users out of which 170 forms were collected in complete and correct manners

### 5. DATA ANALYSIS

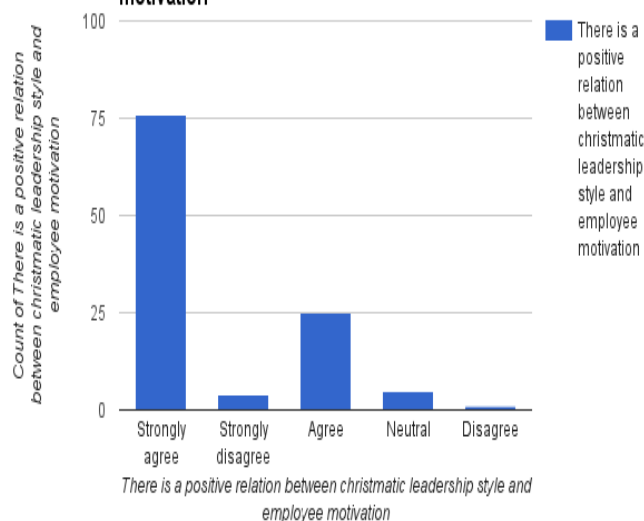
#### ANALYSIS # 1

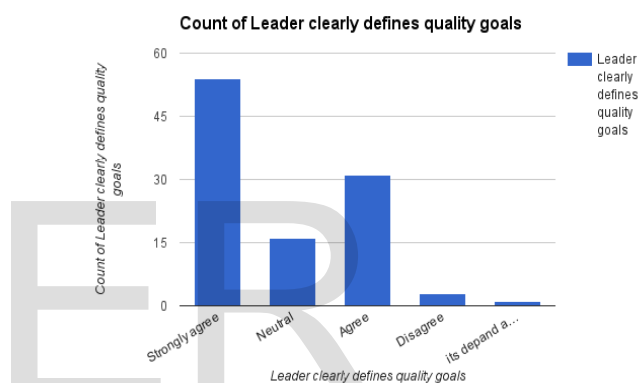
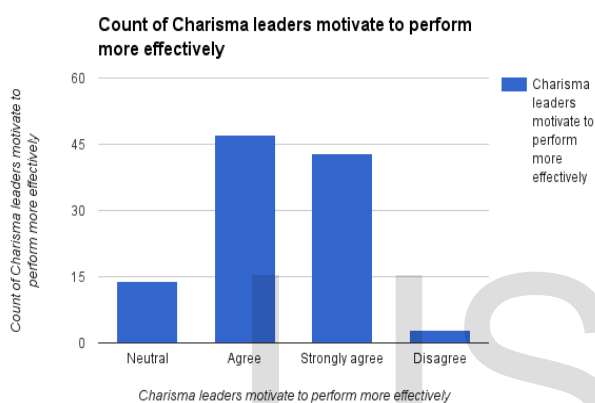
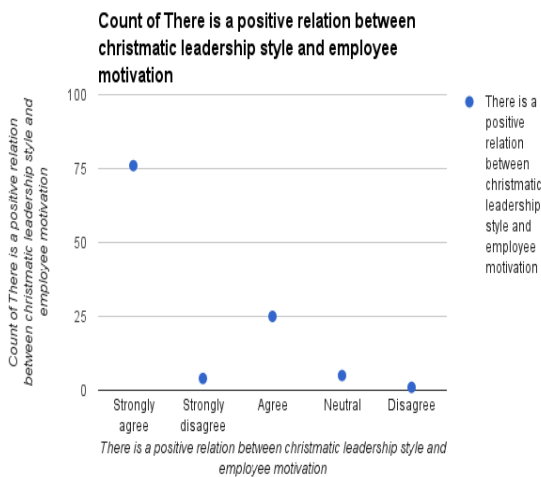
The result shows that charisma leaders and employee motivation has positive relation which result higher organizational effectiveness,75%result shows that charisma leaders motivated and help employee to be committed with organizational goals and effectiveness as well as also motivated to execute more efficiently ,telecom sector should have to implement charismatic leadership style since its provide direction to the followers as well as assist to attain goal oriented in time which leads higher customer satisfaction and organizational effectiveness.

Count of There is a positive relation between christmatic leadership style and employee motivation

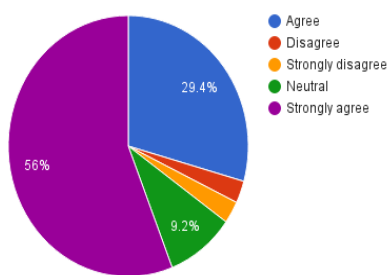


Count of There is a positive relation between christmatic leadership style and employee motivation

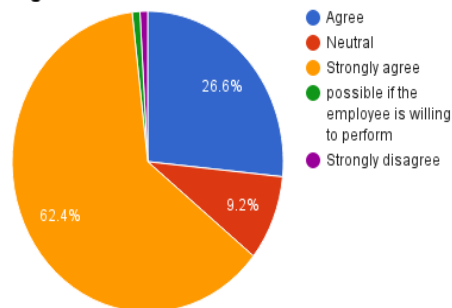




**Count of Manager motivates me to be committed with organizational goals and effectiveness**



**Count of Charismatic leadership as an analyst of subordinate's optimistic work Attitude as well as organization effectiveness**

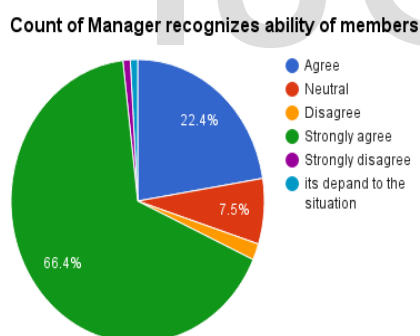


**ANALYSIS # 2**

The results shows that charisma leadership style has positive impact on organizational effectiveness, 78% outcomes shows ,that charismatic leadership help to emerge in crises situation, evidently defining quality goals, and to come up with new better idea, study proves that charistmatic leadership work as a analyst of subordinate's optimistic work attitude and construct organizational recital more efficient and successful.

### ANALYSIS # 3

The result shows that charisma leaders recognizes the ability and skills more effectively which result higher organizational effectiveness and productivity, (Conger, 2000)Organizational and task commitment are a result of charismatic leaders. 60% result illustrate that leaders encourage employee and recognize their skills and use it to attain organizational goals in time or facilitate to create organizational performance more effective.



### 6. FINDINGS AND CONCLUSION

This research aims to figure out the impact of charismatic leadership style on organization effectiveness in telecom sector. From the above practical evidences and result it is concluded that charismatic leadership is positively related to organizational effectiveness in telecom sector of Pakistan. Employee recognizes charismatic leaders without conflict and performs well which prompts to better organizational effectiveness. Charismatic leaders build successful teams. The result shows that charisma leaders recognizes the ability and skills more efficiently which result superior organizational effectiveness and

productivity. Charisma leaders motivated and assist employee to be loyal with organizational goals and success. The findings shows that charisma leaders and employee motivation has positive relation which result higher organizational effectiveness,75%result shows that charisma leaders motivated and help employee to be committed with organizational goals and effectiveness furthermore 78% outcomes shows ,that charismatic leadership help to emerge in crises situation, evidently defining quality goals, and to come up with new better idea, study also proves that charistmatic leadership work as a analyst of subordinate's optimistic work attitude and construct organizational performance more efficient and successful moreover charisma leaders recognizes the ability and skills more effectively which result higher organizational effectiveness and productivity .

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