

Evaluation of the Role of Effective Leadership towards the Success of Business - A Case of Zein

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Acknowledgement

I would like to thank my supervisor _____ for assisting me during all the processes regarding this thesis. Then, I would like to thank my professors for guiding me in completing this thesis paper. Thirdly, I would also like to thank my professors for supporting me while conducting this thesis paper. As my parents have supported and guided me in different ways, I would also thank them. Then, I will be grateful to my friends, as they have supported me in all the possible ways. Lastly, I will also thank my colleagues for their support to carry out this thesis appropriately.

Abstract

Background:

It has been determined from the above figure that it was primarily focused on the role of leaders towards the success of businesses in the international market. The role of the leaders of Zein has been taken into consideration in this paper.

Aim and Objectives:

The aim of this paper was to identify the role of leaders in Zein towards the improvement in the growth of the firm. The objectives of this paper were to determine the role of leaders in improving the organisational growth of Zein. Other objectives were to identify the challenges and strategies of the company towards reducing problems in the market.

Methods:

The methods that have been adopted have significantly allowed in collecting primary data by surveying the employees of Zein. The positivism philosophy, descriptive design, quantitative strategy and the inductive approach was adequately adapted to carry out the research. These have allowed in collecting primary information. The data were analysed with the help of the MS Excel tool.

Results:

It has been obtained from the findings that the role of leaders in Zein is essential for the improvement in the growth of the firm. The leaders of the company are improving the skills of employees by engaging them in several aspects. The leaders have increased the reputation of the company among customers by their effective strategies. The strategies are also essential for reducing the issues. In addition, the strategies adopted by the leaders have made the company one of the leading brands in the international domain.

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Chapter 1: Introduction

1.1 Overview

In this particular chapter, the background of this research regarding the importance of effective leadership for the success of businesses with respect to Zein will be significantly evaluated. The aim, research questions and objectives will also be evaluated here. Moreover, the problem and the significance of this particular research will also be duly evaluated in this specific section.

1.2 Research Background

The role of leadership is essential for businesses to achieve organisational goals adequately. The most vital role in achieving the goals of organisations is being played by leaders, as they are also able to influence their staffs and motivate them in their work (Ciulla, 2020). Leaders of organisations like Zein are influencing their staffs towards teamwork, which is improving the skills of employees. Moreover, the staffs are also getting motivated by their leaders, which is improving their job satisfaction. The leaders of Zein are helping the firm to become the leading organisation in the global market. The leaders of the firm have also allowed the organisation to compete with others. Buyers prefer this particular organisation due to these aspects. Training programs are also being provided by the leaders of different companies to improve the skills of employees (Sfantou *et al.*, 2017). Furthermore, the issues faced by the staffs of an organisation are also being maintained by the leaders, which is satisfying employees, and they are becoming able to provide effective services to customers. On the other hand, improved services are helping companies to attract buyers by satisfying them, which is improving the growth of firms in different markets. The workforce among the staffs is also being maintained by their leaders, which is helping the staffs of companies, such as Zein, to improve the market growth. In addition, leaders of organisations are also helping staffs to interact with buyers.

1.3 Research Problem

Leadership is essential for the improvement in the business growth of companies like Zein. However, there are several problems also that are impacting the growth of firms in the global platform. One of the problems is the lack of communication between staffs and leaders of firms (Ndalamba, Caldwell and Anderson, 2018). It is impacting the relationship between employees and their leaders in organisations. Furthermore, it has been observed that lack of knowledge among

leaders is another problem that is affecting the growth of firms performing in various markets. The leaders of Zein are effectively managing staffs by focusing on their skills and knowledge.

1.4 Aim

This particular dissertation paper is primarily aimed to critically evaluate the role of leaders towards the improvement in organisational productivity and growth. In this paper, Zein was taken into consideration.

1.5 Objectives

The objectives are

- To create an evaluation of the role of leaders towards improving the growth of organisations with respect to Zein
- To understand the challenges faced by leaders while improving the growth of organisations, such as Zein in the market
- To identify the effective strategies adopted by the leaders of Zein to improve organisational growth and productivity

1.6 Research Questions

- ✓ What is the role of leaders in organisations towards improving growth?
- ✓ What are the challenges faced by the leaders of organisations with respect to Zein while improving organisational productivity?
- ✓ What are the effective strategies adopted by the leaders of companies such as Zein to influence growth in the market?

1.7 Research Significance

This particular research is significantly vital, as it has evaluated the role of leaders in the improvement in the growth of companies. It will help other companies to improve their leadership styles by identifying their role from this paper (Sadq *et al.*, 2020). Moreover, the role of leadership that has been presented here will help leaders of different organisations to effectively improve their firm's productivity. Several new businesses will also be able to know about the significance of leaders to improve growth from this particular paper. The strategies to mitigate the problems of leaders have also been presented here (Teoman and Ulengin, 2018). It will help a large number of leaders to identify essential strategies. These strategies will also help different companies to

improve their growth with the betterment of leadership style. Companies of different industries will be able to develop their marketing strategies by the improvement in leadership style.

1.8 Research Structure

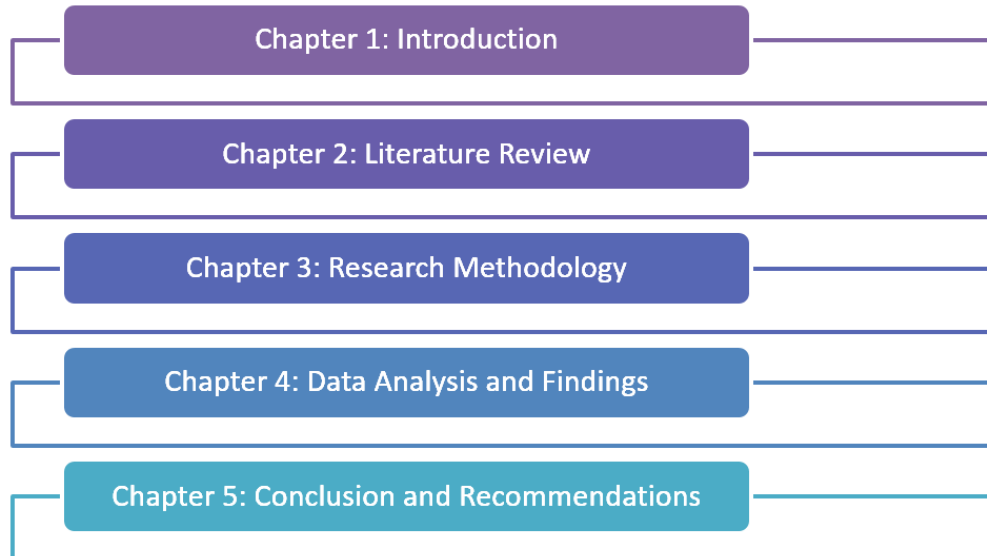


Figure 1: Structure of the Dissertation

(Source: Created by Author)

The above graph evaluates that this particular paper consists of five chapters. The first one is the introduction section, which has evaluated the background, problem, aim, significance and objectives of this paper. The second chapter has evaluated different previous literature papers. The methods have been selected in the third chapter to collect primary information about the leadership style in Zein. In the fourth chapter, the data has been analysed, and all the parts have been concluded in the last section.

1.9 Summary

The background and the problem of this paper have been duly presented in this chapter. Moreover, the significance has also been presented here, along with the objectives, aim and research questions. The structure of this paper has also been presented here to evaluate all the chapters.

Chapter 2: Literature Review

2.1 Overview

As per the perception of Madanchian *et al.* (2017), leaders are vital in terms of communicating and formulating new strategic directions along with communicating with as well a motivating the employees in order to improve their productivity which is significantly crucial for the success of a business.

This particular chapter deals with the critical evaluation of literature with respect to the role of leaders towards the progress of a business, the factors responsible for improving a company's productivity as well as the challenges leaders face for enhancing the overall productivity of the firm. Moreover, the gap in literature along with a conceptual framework has been provided.

2.2 Role of Leaders towards the Success of Businesses

As per the perception of Ahmad and Ismail (2017), leadership is one of the essential aspects of businesses operating in different markets. Effective leadership is required for businesses to improve the growth of companies operating in various markets. Leaders are responsible for the improvement in the growth of employees. The productivity of staffs in an organisation depends on leaders.



Figure 2: Role of Leadership in Businesses

(Source: My Venture Pad, 2020)

It has been determined from the above figure that leadership in companies is essential for the development of new and effective strategies, which improves the growth of firms. The decision-making process of employees is also improving due to effective leadership styles. Challenges of an organisation can be easily mitigated by the impact of leadership styles. Leaders are able to motivate and inspire their staffs, which is essential for the improvement in their performance. According to the study of Drewniak, Drewniak and Posadzinska (2020), leaders of companies like Zein are motivating their staffs, which is improving the productivity of them. Motivated staffs of an organisation are able to provide better services than others, which has a vast role in satisfying buyers. The growth firms, such as Zein, are improving due to the operations of the increased number of motivated employees. Those firms are adequately improving growth in the market which has an appropriate leader. The employees of different companies are able to provide effective services to customers due to the training programs that are being provided to them by leaders.

Horner (2018) also added that the leaders of different companies are able to improve self-confidence among staffs, which is essential for the improvement in the performance of staffs. Improved productivity of employees in improving the growth of different companies operating in the international market. The self-confidence of employees in different firms like Zein is also vital, as it helps the staffs to effectively identify the need and expectations of consumers. As per Huszczo and Endres (2017), the identification of consumer needs is essential for the staffs of companies like Zein to provide adequate products and services to customers. Furthermore, the issues faced by the employees in an organisation are affecting their performance. The leaders of companies, such as Zein, are able to improve communication with staffs to identify their issues. Furthermore, the leaders of different companies are able to help employees to mitigate their problems. It is also helping leaders of companies to make their relationship with employees better. As mentioned by Ohunakin *et al.* (2019), improved relationship between the staffs of companies and leaders is determined as one of the essential aspects to improve organisational productivity. It is able to improve loyalty among purchasers by improving the reputation among purchasers. The leaders play a massive role in the improvement of organisational reputation by motivating staffs. It is one of the essential aspects for businesses to attract buyers from the market by improving reputation, which is done by leaders.

As per the study of Al Zuned (2017), the leaders of different organisations are changing the working environment for employees, which is able to motivate the staffs and improve their productivity. In addition, the working environment is one of the essential aspects for the improvement in organisational growth. The leaders of companies like Zein are developing a new working environment as per the need of employees, which is able to motivate them and increase their interest in their work, along with making firms the leader of markets. As stated by D'Aunno, Alexander and Jiang (2017), the workforce among the employees of companies is also being maintained by leaders of companies. It is also able to improve the productivity of employees, which has a massive impact on the performance and growth of firms. The improvement in the growth of organisations also depends on providing accurate products and services to consumers. The skill of identifying the needs of customers can be developed among the employees by leaders. The training programs that are being provided by leaders to staffs are essential for the improvement in the overall growth of organisations. As per Nwachukwu and Vu (2020), the rewards that are being provided by leaders to employees are also motivating them and improving their productivity, which has a massive impact on the growth of firms. The business model of companies such as Zein is helping them in improving growth by influencing consumers.

2.3 Challenges of Leaders towards Improving Overall Performance of Firms

According to the study carried out by Rizki, Parashakti and Saragih, (2019), leaders have a significant impact on the operational activities of an organisation. The role of leaders or managers is crucial with respect to improving the performance of the employees as well as the overall performance of the firm. However, the leaders of Zein had faced numerous challenges or complications regarding enhancing the productivity of the firm. In the study put forward by Roscoe *et al.* (2019), the managers or leaders often find it challenging with respect to taking ownership of their respective roles within the respective firm. Adjusting to the role of a leader is crucial as it can often be challenging to manage those individuals with whom the leaders used to operate closely as colleagues. The leaders of Zein are required to provide feedback to their subordinates in order to engage with the employees as well as establish better relationship and communication with them. Effective communication among the front line workers as well as their superiors is extensively crucial for the firms operating in the international market. Moreover, Sriyakul *et al.* (2019) significantly acknowledged the prior sentence and further retorted that providing constructive feedback is not a negative thing as it is the way by which the leaders assist

their team members to achieve their maximum potential and become efficient with respect to their work which extensively enhances the productivity of the firm. Furthermore, Zhou *et al.* (2018) added that although it is undeniably true that it is the job of a leader or manager to coach as well as a leader their team in order to enable them to perform at the peak of the capabilities. However, there is a misconception regarding leading a team and controlling everyone's work within an organisation. Micro-managing can have detrimental effects upon the performance of the respective firm as the employees might feel that they are not capable if the leaders try to control each and every action.



Figure 3: Challenges Faced by Leaders with respect to Enhancing Performance of a Firm

(Source:Liu and Atuahene-Gima 2018)

The figure presented above illustrates various challenges that the leaders face in order to improve a firm's overall performance. According to the study put forth by Akkaya and Tabak (2020), it is fundamentally important for leaders to be competent and effective with respect to their role or task within the company. An incompetent or incapable leader can have detrimental effects on the overall productivity of a company for which it is significantly vital for the manager or leaders to hone their skills to the utmost level so that the company can benefit from the efforts exerted by a leader, which further enables a firm to progress in the international market. Moreover, Jia *et al.* (2018) acclaimed the previous assertion and opined that leaders that are not capable with respect to their position are not able to inspire others. A leader is needed to lead the team with an example; by setting the benchmark for the organisation and leading by example, the employees working under the leader feel motivated, which improves their performance as well as the performance of

the company. Furthermore, Liu and Atuahene-Gima (2018) agreed with the prior stated opinion and said that ineffective leaders often come across issues relating to developing employees skills and leading the team. The leaders that are not putting effort to communicate with the employees and provide them with necessary feedback can deteriorate the productivity of the firm. It has been determined that an effective leader recognises the significance of effectively communicating with the employees as it helps improve their performance with respect to their task within the organisation and lead the team with utmost capability, so that organisation's productivity does not dwindle. In addition to that, Bertoldi *et al.* (2018) was in agreement with the above sentence and further added that although micro-managing can be a drawback with respect to effective leadership whereas not providing enough guidance to the employees working within the firm regarding what is expected from the employees can be damaging to the respective firm's productivity. Moreover, the business of Zein has incorporated internet calling applications which have effectively added to the profits gained by the company as, under exceptional leadership, the workers of the firm are able to deliver premium quality services to their customers.

2.4 Factors of Leadership improving Productivity of Companies

As per the study carried out by Ghazzawi, Shoughari and Osta (2017), it has been elaborately determined that in order for a business to be successful in the market, correct skills of leadership is fundamentally crucial. Without strong leadership or a clear vision for keeping the business on the right track, the company's business eventually ends up being unsuccessful. Effective leaders within a company can go a long way with respect to enhancing the overall productivity of the firm. Moreover, Sheshi and Kërçini (2017) elucidated that there are various leadership factors that come into play with respect to enhancing the performance of the firm, like setting the right example for the employees of an organisation. However, the introduction of competitors has enabled in creation and innovation of Zein as the leaders of the firm are highly competent and have aided in the success of Zein in the market. In addition, it is fundamentally vital to set the right example with respect to how the leaders want the team to perform or act regarding their task. Leaders of Zein are like role models for the workers operating within the organisation, and they observe each and every move made by their superiors or leader. The services provided by Zein are phenomenal, which can be credited to the leadership provided by the leaders as a result of which the customers incline towards using Zein over its competitors. Furthermore, Ardi *et al.* (2020) elaborated that setting the right work ethics and leading with examples significantly encourages the employees or staff members

to replicate the leaders, which in return improves the productivity of the employees as well as the productivity of the respective firm. In the study put forth by Alimudin *et al.* (2017), one of the crucial leadership factors is a consistent development of leadership skills. Seeking uninterrupted self-improvement means reforming own limitations and attributes, which ensures a leader to have effective leadership skills. Another trait of an effective leader is being proficient in technical aspects, as being a successful leader means that the leaders need to stay ahead of the team and outperform the employees in terms of work. Being knowledgeable in the technical field is equally important for a leader in order to help the employees in case they come across difficulties while using technology with their work.

According to Novitasari *et al.* (2020), leaders are one of the primary components with respect to improving the productivity of a firm for which the leaders are required to make effective and timely decisions when needed. Being a leader means that the entire team will look up to the leader for inspiration or guidance, and providing efficient solutions with respect to their concerns or difficulties are primary trait for an effective leader. Moreover, Kersemaekers *et al.* (2018) elaborated that helping each and every member effectively within a team to improve in their respective areas of work is what is expected from a leader within an organisation. It prominently encourages the team members and keeps everyone within the organisation engaged, which significantly enhances their productivity. Furthermore, Stoyanova and Iliev (2017) agreed with the above sentence and added that establishing a progressive culture within the organisation is crucial for keeping the employees engaged and motivated. It has been determined that an organisation that is filled with highly motivated employees are far more productive than an organisation that is filled with demotivated employees. An organisation culture significantly affects the motivation of the employees, and it is the fundamental duty of the leader to establish a progressive and engaged culture within the organisation. In addition to that, Rizki, Parashakti and Saragih (2019) retorted that another crucial factor of effective leadership with respect to improving the productivity of the firm having an optimistic attitude and creating a positive work environment. It has been identified that a positive work environment creates a more productive and engaged workforce. Displaying confidence and enthusiasm can positively impact the overall productivity of the organisation of Zein as the employees within the organisation are more likely to work productively in a positive environment rather than an environment filled with coercion and discrimination. Apart from that, it is fundamental for an effective leader to keep the teams of the organisation informed. Effective

communication is one of the primary traits of an effective leader as it is crucial to passing the right information to the employees with respect to their work; if it is not done correctly, the employees start to make decisions on their own, which can be detrimental for the firm.

2.5 Conceptual Framework

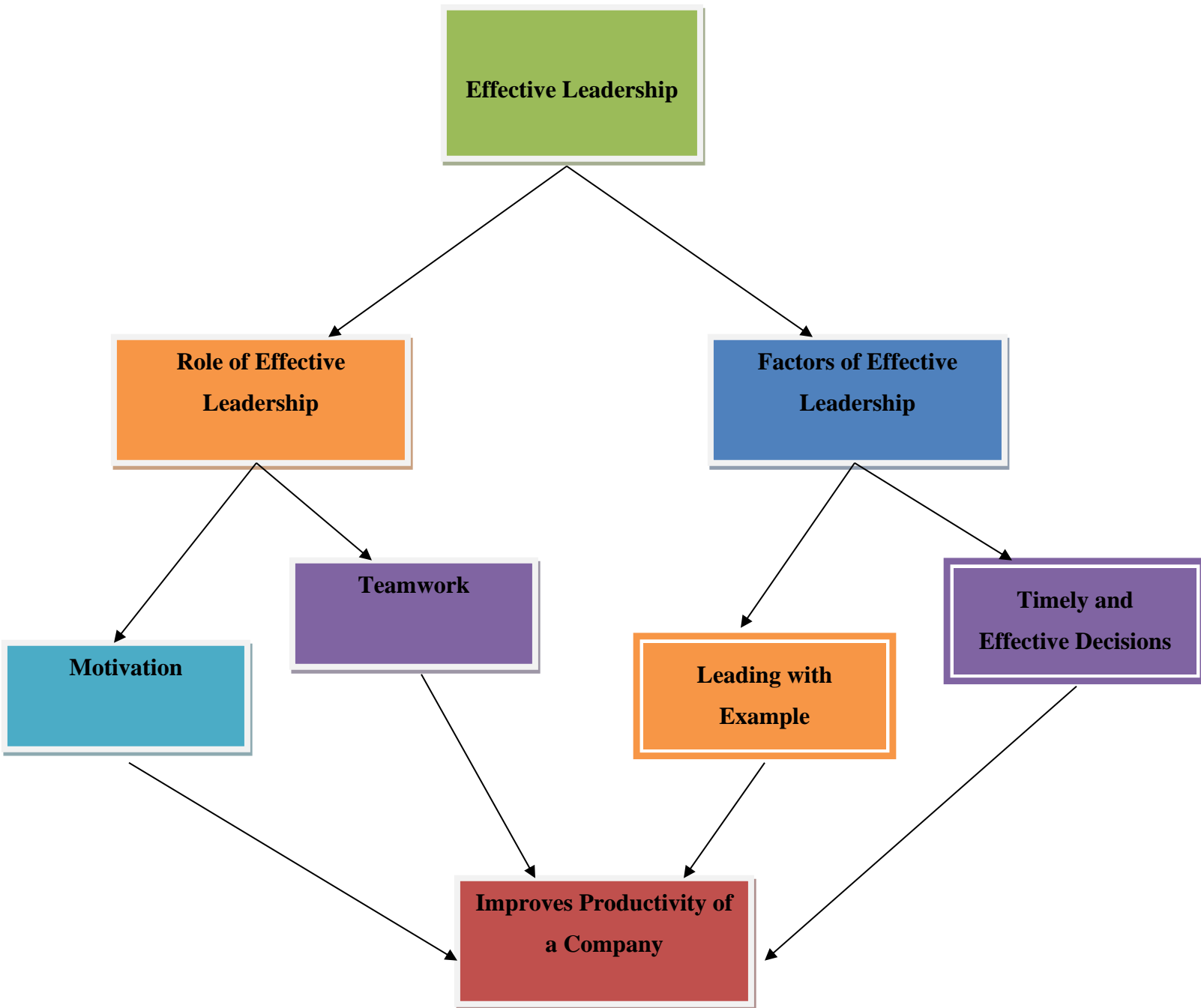


Figure 4: Conceptual Framework

(Source: Created by Author)

2.6 Literature Gap

With respect to the literature review regarding the assessment of the role of effective leadership concerning the success of the business, it has been determined that within those pieces of literary works, various gaps were present. However, those gaps in the literature have been extensively identified and were fulfilled in this particular research paper. In addition to that, inadequate information was present regarding the factors of leadership with respect to enhancing the productivity of the firm; however, those inconsistencies in literature have been proficiently identified and fulfilled in this specific piece of literature work done in this paper.

2.7 Summary

This particular chapter of the literature review that has been done in this paper is primarily committed to evaluating the role of proficient leadership with respect to the success of a firm. Moreover, in this particular chapter, the role of leaders concerning the success of a business has been critically evaluated. In addition to that, the challenges encountered by the leaders with respect to enhancing the efficiency of a firm has been deliberated along with the leading factors responsible for improving a company's productivity. Furthermore, the inconsistencies regarding literature have been mentioned together with a conceptual framework.

Chapter 3: Research Methodology

3.1 Overview

The efficient selection and adequate choices that had been made to carry out this specific study that was concerned with role evaluation of effective leadership towards the success of Zein has been clearly and efficiently detailed out in the following section with adequate justifications for each choice made.

3.2 Research Philosophy

Investigating a particular phenomenon brings out explicitly the set of beliefs held by an investigator that assists him to gather information and analysis of data in a specific manner (Žukauskas, Vveinhardt and Andriukaitienė, 2018). Research philosophies comprise positivism, interpretivism, realism and pragmatism. For this particular study that emphasised evaluating the role of effective leadership towards the success of Zein, positivism philosophy has been appropriately chosen because it is through this philosophy that aided in the collection of objective, empirical and statistical data that could be correctly put to statistical analysis, which is devoid of individual subjective interpretation and free from any kind of speculation.

3.3 Research Approach

Through an efficient approach in research, relevant and required data are selected and gathered and thereafter adequately put to analysis to bring out a conclusive research result. Inductive and deductive are the commonly followed approaches in research. The inductive approach assists research to align itself with the specified objectives of a study whereas, the deductive approach is involved in the formulation of hypothesis and validity testing of a theory (Altesor et al., 2017). In this study, there has been the inductive approach that has been adequately chosen as the research study initiated with following the specified objectives regarding the role of leaders in Zein organisation adequately, challenges faced by them while improving overall business performance and factors of leadership and thereafter their adequate analysis and generalisation.

3.4 Research Design

The explanation associated with a succinct plan that provides complete assistance to handle established objectives and thereafter questions associated with particular research is termed as a design in research (Jain and Tiwari, 2020). Descriptive, explanatory and exploratory designs are

commonly followed research designs that assist an investigator in carrying out their specific research. For this specific study, exploratory research design has been completely relied upon, which assisted in understanding in-depth and efficiently exploring the roles of leaders, challenges faced by them while improving overall business performance and assisted in carrying out an investigation about the factors of leadership in a precise manner. This design assisted in bringing about those aspects which were earlier not carried out with respect to Zein.

3.5 Research Strategy

Through the assistance of an adequate strategy while undertaking a research study, it is possible to carry out the entire research in an orderly and systematic fashion in order to procure quality outcome with respect to research (Goertzen, 2017). Qualitative and quantitative are commonly used strategies in a research process where the former is deployed when in-depth, exhaustive and detailed information that cannot be quantified and thus cannot be statistically analysed and represented is amassed. The latter is employed when data that are quantifiable and empirical in nature are dealt with. There has been an accumulation of quantifiable and objective data from the employees of Zein with respect to the role played by their leaders, challenges faced by them and factors of leadership, which was statistically analysed and graphically represented.

3.6 Sampling Technique

It is essential to accumulate accurate samples in a research study to make it representative and assist in making the findings or research outcome generalised to a great extent (Sharma, 2017). Different types of sampling s are involved within a research study like random sampling, stratified sampling, clustered sampling or purposive sampling based on the requirement of the research study and purpose. There has been the selection of random sampling carried out meticulously, which led to making the study free from any kind of discrimination, be it on the grounds of gender or age as there had been equal chance given to the employees of Zein to get selected for the survey.

3.7 Data Collection Technique

In order to ensure the collection of only correct, relevant and credible information that is efficient enough to assist in bringing about convincing answer with respect to the research problem and the questions thus proposed in a study, two types of data sources are taken recourse to, namely primary data and secondary data (Stokes, 2017). Through the accumulation of effective and efficient information in a systematic order, a holistic picture of the concerned field is possible to secure. On

the one hand, data gathered from primary sources provide complete access to amassing information from the original sources as well as from relevant or specific sources, which brings in greater authenticity in the nature of the information collected and ushers in greater reliability and objectivity (Heap and Waters, 2019). The other set of data source, which is secondary, are second-hand in their feature, inexpensive to amass as well as assists in the speedy collection of information since data is accumulated from sources that already have their existence. In order to evaluate the role of effective leadership towards business success with respect to Zein which has been the prime concern of this particular study, informative and relevant information has been backed by primary data which involved carrying out an extensive online survey among 50 employees of the concerned organisation. The main cause behind this prudent selection has been the authenticity or originality that is brought about in the information, as well as information being the latest. These features are unlikely to be procured when information is accumulated from second-hand sources because there is a lot amount of scepticism associated with this information because of their prior existence and involvement of another researcher's opinions, and thus credibility is often questionable. The benefits that the survey brings is are its ability to provide extensive representativeness, and therefore, there can be a generalisation that can be carried out easily with regard to the findings (Raj, 2020). There has been the survey which had been carried out through the modern means that is through an online medium which led to an increased number of responses from the employees and absolute attendance because of the convenience it brought to them (Vaske, 2019). Since it is the employees of Zein who could best provide information related to the role carried out by their leaders, challenges faced by them while making efforts to improve the overall business performance and factors involved in leadership that enriches company productivity, they have been carefully chosen to procure authentic and specific information related to the concerned topic. The questionnaire had been distributed through close-ended questions comprising of 10 such questions. The selection of close-ended questions over open-ended ones had been because firstly survey was being conducted and is comprised of 50 employees and therefore, this type of questions is not a suitable or practical option; such questions bring in the varied level of details thus bringing in inconsistency, a number of responses diminish as well as greater incoherence or piling up of irrelevant information. Close-ended questions are easy and speedy to gather, best suited when there is a greater number of answerers as well as brings consistency and easy for statistical analysis (Saleh, A. and Bista, 2017). There had been an initiative undertaken to send emails to the

employees regarding the date and time with respect to the day when the survey would be carried out to avoid any sort of inconvenience for them as well as a brief contextual idea about the research study was sent to them for their knowledge about the particular research. The 5-Point Likert Scale had been applied to scale the responses gathered from the employees, which helped in easy analysis and led to the development of the visual representation of the information that had been accumulated (Chyung et al., 2017). This led to an easy understanding of the responses.

3.8 Data Analysis

Analysing the accumulated information with the assistance of adequate statistical and scientific tool is imperative to make the study completely reliable and increase its validity so that the study being carried out can appropriately lead to intellectual progression (Munch, 2017). The raw data amassed needs adequate transformation and processing in a systematic order through the application of tools like Tableau, RapidMiner, MS Excel or KNIME. In order to evaluate the role of effective leadership within Zein, there has been efficient analysis of the gathered information that has been carried out, which has thereafter been represented through the application of MS Excel, which assisted in the statistical and empirical evaluation and representation.

3.9 Research Ethics

Integrity within any scientific study is imperative in order to produce a research paper that efficiently aligns with the features like objectivity, honesty, transparency, confidentiality, competence and non-discrimination (Dooly, Moore and Vallejo, 2017). In order to strive to make the research study fully competent, transparent, non-discriminatory or honest, there is an essential need to refrain from undertaking activities like falsification or manipulation of the collected information, a need to accurately maintain the confidentiality of both identity and information as well as an authentic representation of data. There has been proper steps undertaken to keep the study utmost ethical for which, information and identity of the employees of Zein were kept confidential, Data Protection Act, 2008 had been followed, and university guidelines were as well adequately followed.

3.10 Research Limitations

Limitations within a research study have always been present since they are an inseparable fragment way beyond an investigator's reach to control them. Although infallibility within a research study cannot be attained, acknowledging and detailing out the limitations encountered

proves the study's authenticity. Problems associated with the size of the sample selected for the study, secondary sources being evaluated, budget and time crunch or limited access to relevant and required information are common shortcomings faced in a research study (Ross and Zaidi, 2019). In this specific study, the concerns over limitations had been with respect to constraints regarding both times as well as budget to bring out an extensive and comprehensive research study and limited relevant sources.

3.11 Summary

The adequate selection of all the means in order to carry out this specific study has been extensively discussed in the above segment, along with the research ethics that has been maintained throughout the research process. Besides this, limitations encountered has as well been discussed.

Chapter 4: Data Analysis and Findings

4.1 Overview

In this particular research study, this specific chapter primarily deals with the collection of data regarding the role of efficient leadership with respect to a business's success. With the help of a survey session, primary data was collected, which has facilitated in understanding the impact of effective leadership on the progression of a business, and under findings, results obtained are discussed in brief.

4.2 Survey Data Analysis

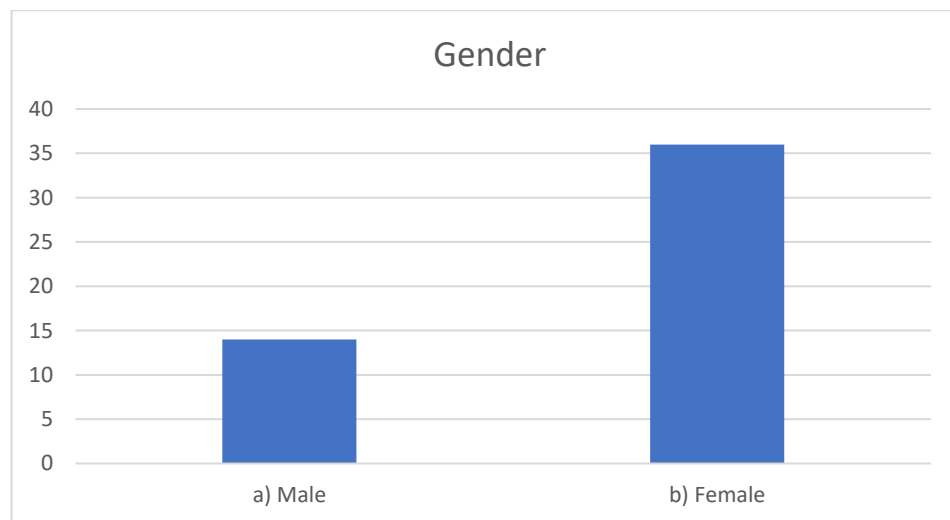


Figure 5: Gender

An efficient effort was put in to conduct a survey session among the employees of Zein through the online medium who were randomly selected for the research process that focused on exploring effectively the leadership roles directed towards the success of Zein. This specific sampling technique led to the judicious prohibition of discrimination of employees on gender grounds. Therefore, the disproportionate representation of Zein employees where female employees comprising 36 out of the total were significantly more than that of the male employees who were only 14 out of a total of 50 occurred out of mere coincidence. There had been an equal chance given to the Zein employees to get represented or selected in the process, thereby eliminating any room for sampling bias which could influence the research outcome to a certain extent.

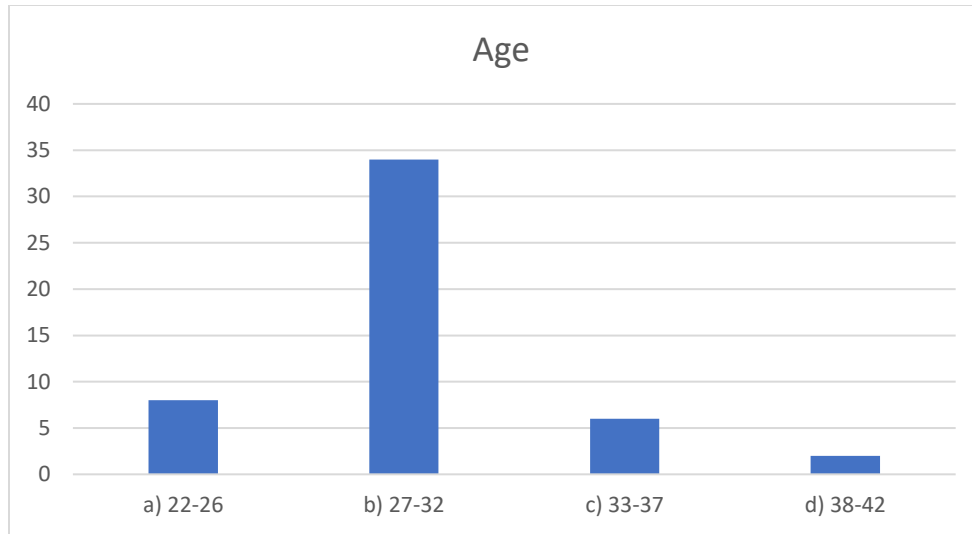


Figure 6: Age

A survey session had been conducted among the employees of Zein through the digital medium in order to accumulate information related to the adequate evaluation of role associated with effective leadership towards the success of Zein in the market. Through the technique of sampling that had been carried out randomly, there had been a complete rejection of biases or prejudices on the ground of age. Therefore, the majority of the employees representing the age group 27- 32 is because of the fact that they got selected by chance as the equal chance of getting selected in the research process had been given to the Zein employees. There had been employees scattered over the age groups 22-26, 33-37, and 38-42. The higher number of employees towards a lower age group is also suggestive of the fact that the company is able to harness fresh and young talents who are efficiently trained to bring about enhanced productivity in the overall performance of their company in the market.

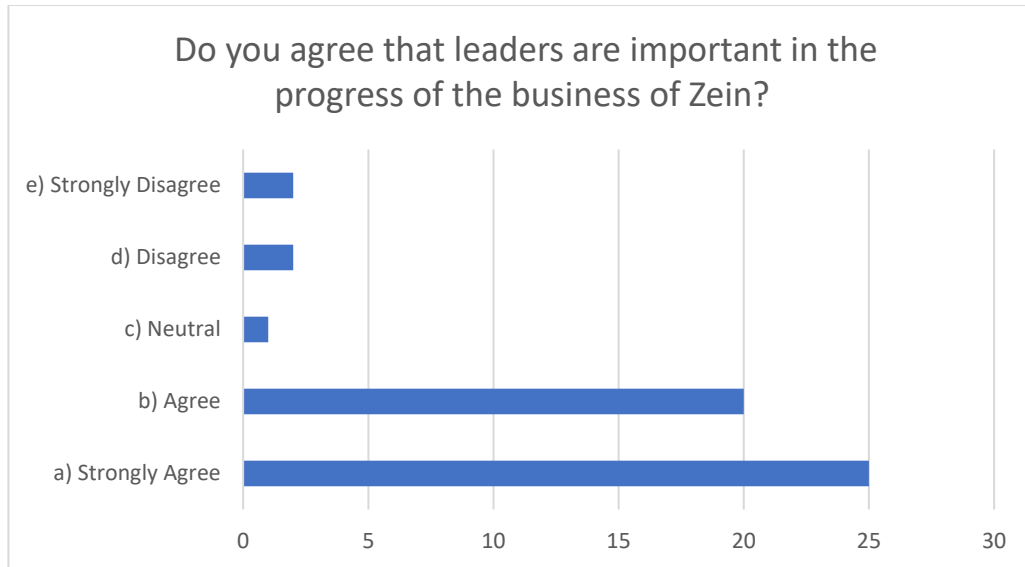


Figure 7: Importance of Leaders in the progress of Zein

Through the online session of a survey carried out amongst the employees of Zein with respect to finding out their opinion associated with the role of effective leadership towards their company's success, it has been visually represented that a majority of them responded that there is immense prominence associated with the roles carried out by their leaders which have assisted their organisation experience success in the market. However, only a handful of them disagreed, stating that leaders are not very important in making their business successful. To the majority, however, their leaders have been efficient enough to effectively and productively collaborate with every team member and have been successful in empowering them to bring about innovative ideas and solutions, which has led the company to gain a competitive advantage over their rival companies who recently made their entry into the industry rather than restraining the success of their company.



Figure 8: Assistance provided by Leaders to help employees with their work

There had been a meticulous effort directed towards conducting among the employees of Zein an online survey in order to accumulate adequate response with respect to the role of effective leadership in bringing about success to Zein. Their response has been efficiently represented through a graph projected above through which it can be clearly comprehended that for a majority of the Zein employees, leaders in their company provide complete assistance and help them in carrying out their assigned work and are very supportive. This supportive nature of the leaders in Zein has assisted the employees in understanding the needs and requirements of their customers efficiently and thus work constructively to provide their customers with utmost satisfaction through premium quality customer service. This has led the company to enhance customer engagement and strengthen its customer loyalty base, which led customers to prefer this company over others.

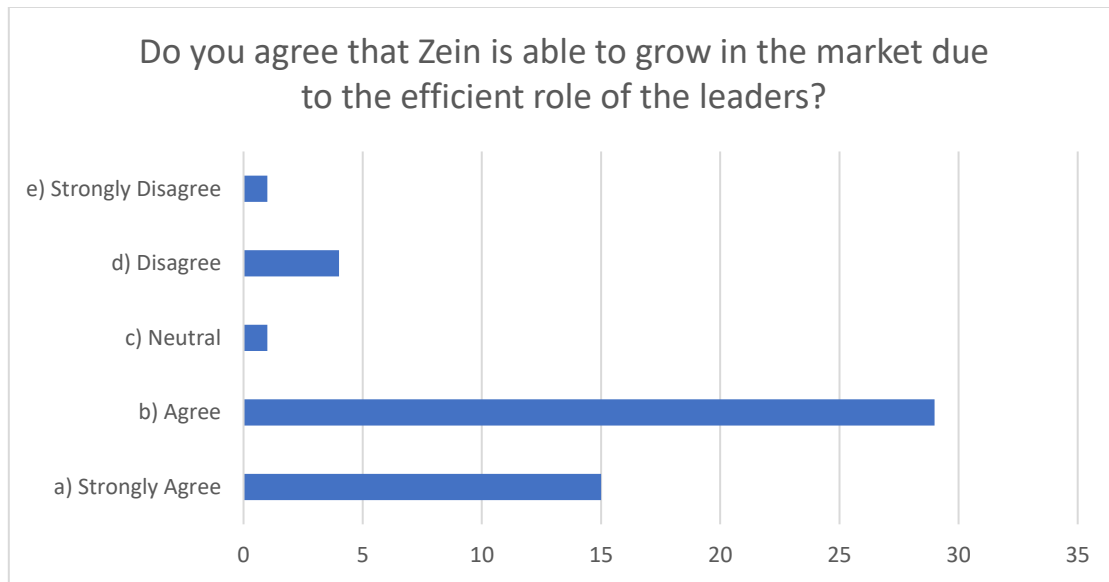


Figure 9: Efficient Leaders behind Zein's market growth

A session on the survey had been worked upon and conducted among the employees of Zein in order to efficiently carry out an evaluation with respect to effective leadership towards Zein's success. The opinion of the Zein employees that had been recorded has been constructively presented through the graph, which projects that a majority of the employees gave a positive response with respect to the efficient role carried out by Zein leaders, which helped in the growth of the company. Only a handful of the employees provided a negative response. According to the majority of the employees, innovation and creative ideas and solutions are brought about by their leaders as well as the employees are encouraged to opine their ideas. This encouragement and empowerment have led to greater coordination and better collaboration within the company. As a result of this, the company has been able to strengthen its position in the market and gained a competitive advantage over its rivals through better synergy within the organisation.

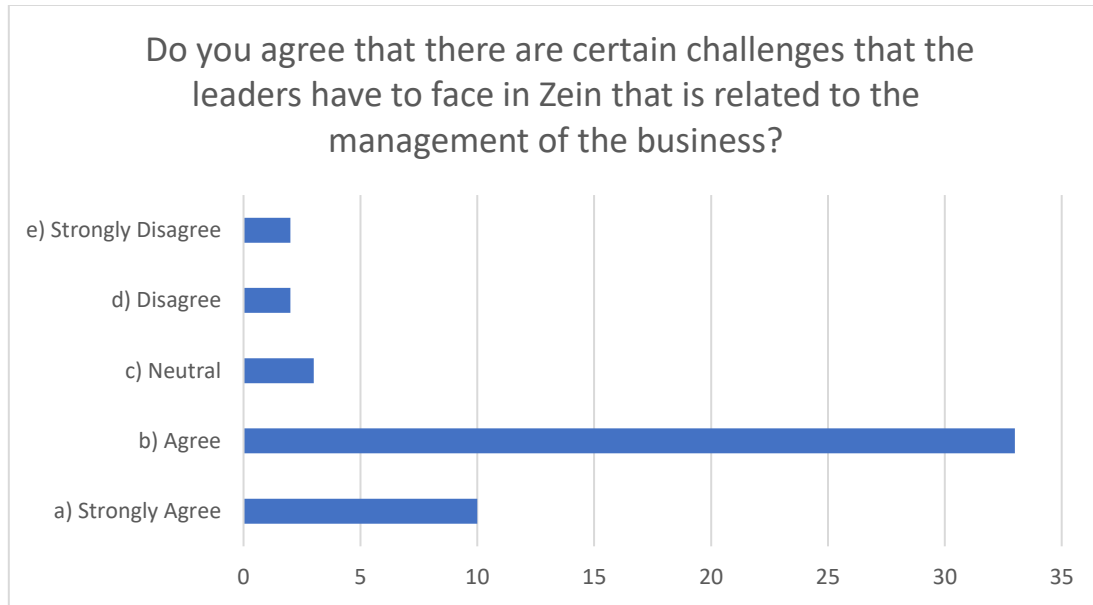


Figure 10: Challenges associated with business management faced by leaders in Zein

The survey conducted online had been carried out in order to accumulate responses from the employees of Zein with respect to effective leadership within the organisation. There had been a particular question that had been proposed with respect to the existence of certain challenges faced by the leaders in Zein related to business management wherein a majority of the employees provided a positive response while only a few gave a negative response. The majority who supported this question stated that with the ushering in of internet calling applications, the profitability of this mobile carrier business had been impacted to a certain extent, but their leaders brought about innovations in their services which led customers to prefer and rely on their company more. As a result, the company has been able to gradually amass greater profits and thus, perform better.

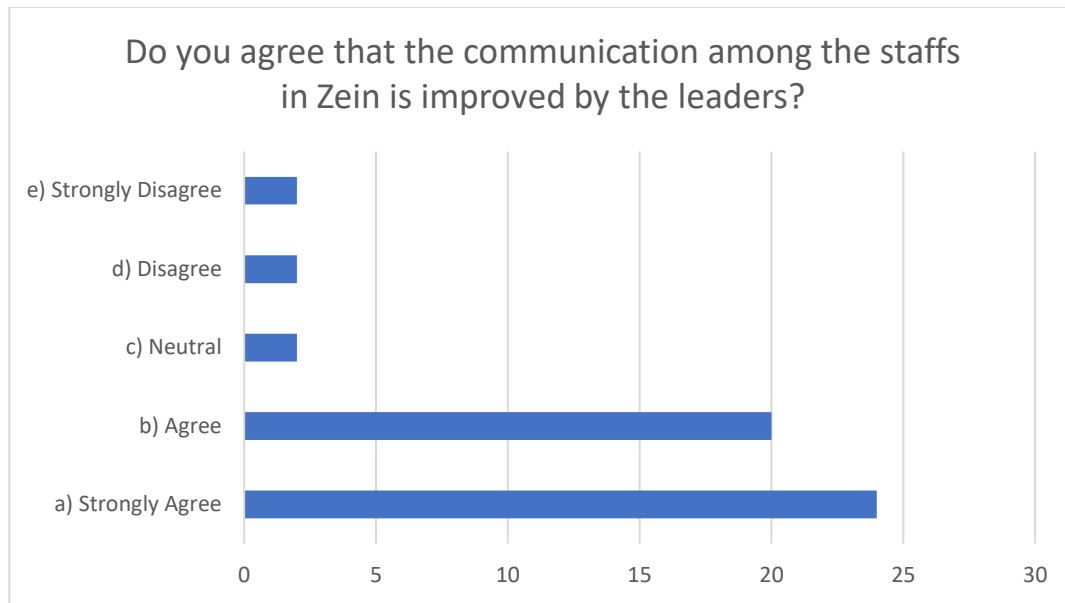


Figure 11: Efficiency of Leaders in improving communication among Zein staffs

As per the responses recorded from the survey that had been conducted online amongst 50 Zein employees, it has been constructively projected through the form of a graph. The graphical representation of the responses assisted in comprehending that with respect to bringing about an improved and enhanced level of communication among the staffs, leaders in Zein carried out their role efficiently, which made a majority of the employees positively respond to the proposed question. Only a negligible number of them gave a negative response. For the majority of the employees, the leaders brought in regular meetings and provided feedback on the performance carried out by the employees, which assisted in letting the employees know what and how are they expected to perform. This brought in cleared channels of communication and enhanced employee productivity that acted in favour of the company.

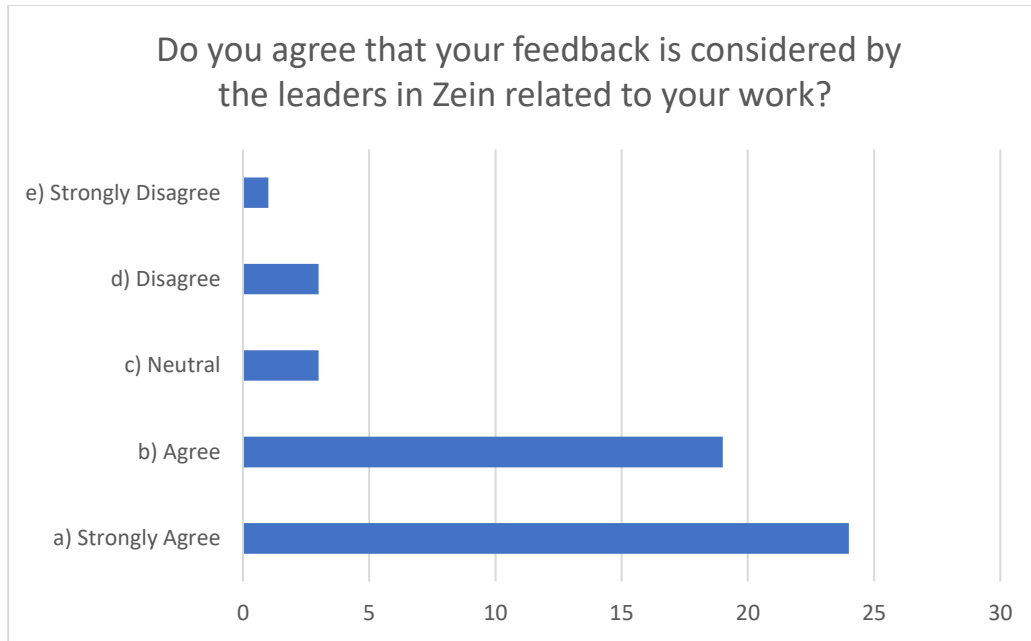


Figure 12: Consideration of employees' feedback by Zein Leaders

It had been comprehended from the survey session that had been carried out among the employees of Zein through the online medium that, with respect to consideration of feedback from the employees by the leaders in Zein, a majority of the employees had responded positively. However, a handful of the employees contradicted this view, stating that their feedbacks were not efficiently considered by their leaders. A majority responding in favour of the proposed question stated that the leaders in Zein hold regular meetings and discussion sessions where they are encouraged to bring forth their opinions about the functioning of the organisation as well as any information that is related to the customers, which can be improved. This way, leaders brought in reforms in necessary aspects of the business and assisted it in its progressive growth and position in the market.

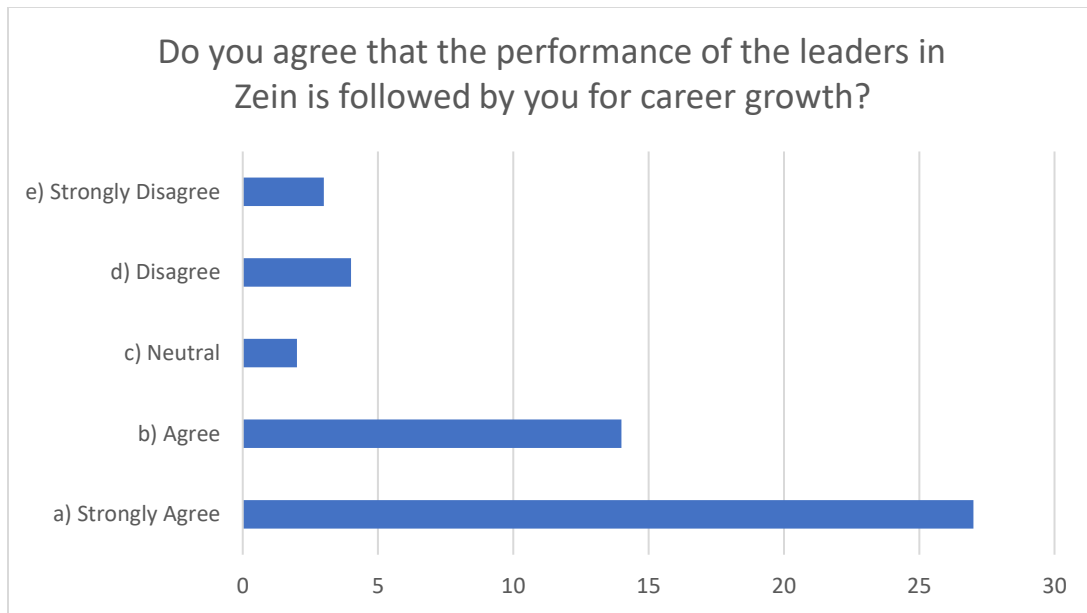


Figure 13: Following a performance of Zein Leaders for career growth

According to the responses gathered during the research process conducted with the assistance of a survey among the employees of Zein through the online medium, it can be efficiently understood that a majority of the employees of Zein put forth a positive response with respect to the proposed question related to adhering leaders' performance for career growth. Only a handful of them came out with a negative response. The majority who came in support of the question mentioned that there is a great amount of adherence to the performance of the leaders because of the efficient role carried out by them, and the way they strategise has so far extensively benefitted the company and strengthened their position in the market. The model chosen by them as well assists in increasing productivity and efficiency. These aspects of the leaders have motivated these employees to follow their performance for career growth.



Figure 14: Maintaining work ethics as a part of Leadership strategy

During the survey session, which was conducted online, Zein employees were asked to bring forth their opinion with respect to the proposed question about work ethics being efficiently incorporated within the leadership strategies adopted by the leaders in Zein. Although there were a few employees who came up with a negative response in this regard, there was the majority who supported this question which could be comprehended from their positive response. The reason behind supporting this question is because these employees experienced impartiality or absolute avoidance of biases within the company as well as appropriate appreciations and regular appraisals for the employees who performed exceptionally well and encouragement and motivation to those who lagged behind. This made them believe that the leaders were in complete favour of work ethics and completely eradicated discrimination within the organisation, which are possible impediments to the company's growth.

4.3 Findings

4.3.1 Role of the Leaders of Zein towards the Improvement in Growth of the Firm

It has been adequately determined from the literature chapter that the leaders in different companies play a massive role in the improvement in their growth. Companies such as Zein are able to improve their productivity due to the responsibilities and role of their leaders (Ahmad and Ismail, 2017). The leaders in different companies have the role of improving the skills of th4eir

employees, which is able to make an organisation the leaders in specific industries. The working environment in firms is also being maintained by leaders, which is able to improve the organisational growth of companies like Zein. The productivity of staffs is one of the essential aspects for companies, which is improving their growth (Ohunakin *et al.*, 2019). It has been adequately obtained from the survey session that the leaders of Zein have improved the growth of the firm. Moreover, the organisational structure that has been adopted by the leaders of Zein is helping the organisation to attract a large number of purchasers from the market, which is helping the company to improve its market growth. The leaders of the company are helping all the staffs in their works, which is improving their efficiency, along with the growth of the organisation. The effective role of the leaders of Zein has allowed the organisation to gain an advantage from the market. The effective guidance of leaders have improved the productivity of employees, and the firm is gaining advantages after the increasing number of its competitors. Effective services are one of the primary reasons for which customers prefer Zein.

4.3.2 Challenges faced by Leaders in Organisations like Zein while Improving Productivity and Growth

The literature part significantly evaluates that there are challenges that have been faced by companies during the betterment of their employee productivity. The implementation of the organisational model was one of the challenges that have faced by the companies (Rizki, Parashakti and Saragih, 2019). The unavailability of an adequate business model has impacted the growth of firms in the international arena. The competition in the market was another problem for different organisations, which are affecting their growth by reducing the productivity of employees. Moreover, the lack of knowledge about the implementation of effective "digital marketing strategies" have also increased problems for the companies. It has been duly obtained from the online survey session that the problems of Zein were increasing in the market due to the lack of knowledge among the staffs about implementing "online marketing". Furthermore, the implementation of inappropriate strategies has affected the productivity of the staffs of Zein, which has negatively impacted the organisation's performance. In addition, the management of the company has adopted several strategies that are helping the firm to improve growth in the market. The leaders of the company are focusing on the improvement of the firm's growth by increasing

the efficiency of employees. These are essential for reducing the issues faced by the company in the international arena, as the challenges are massively affecting the growth of Zein in the market.

4.3.3 Strategies used by Leaders of Zein for Improving Organisational Growth

It has been determined from the review of literature that the business leaders of Zein had made use of various productive strategies, which has prominently aided the organisation of Zein to improve its growth in the market. It was observed that the business of Zein had made use of effective communication channel with the frontline workers as it is crucial to maintain open communication with the management and the workers with respect to its growth in the market (Sriyakul *et al.*, 2019). In addition to that, it was found that the leaders of Zein have utilised internet calling applications as one of the prominent strategies so as to enhance the productivity of the firm by delivering optimum services to their customers, due to which most of the customers prefer Zein over its customers (Bertoldi *et al.*, 2018). From the analysis of the data procured via survey, it was found that the leaders of Zein make use of their work ethics as a prominent leadership strategy so as to enhance the performance of the respective organisation in the market as a maximum number of participants that had taken part in the survey session have fundamentally agreed that the strategies used by the Zein's leaders have improved the organisation's growth. Moreover, it was found from the responses of the respondents that the leaders of Zein make use of effective communication to grow the organisation in the market.

4.4 Summary

This chapter is dedicated to procuring data with respect to the responsibility of effectual leadership towards the triumph of a business by regulating a survey session. In addition to that, results have been briefly stated in the findings section.

Chapter 5: Conclusion and Recommendations

5.1 Conclusion

It has been efficiently concluded in this segment that the first chapter of the study put forth the aim and objectives associated with critical evaluation of leadership roles towards the organisational improvement of Zein, growth and enhanced productivity. The objectives thus were firstly role evaluation, secondly understanding the challenges faced by them while improving organisational growth and lastly identification of effective strategies adopted by Zein leaders to enhance their organisational productivity and progressive growth. After critical evaluation of a range of literary works, it has been concluded that leadership is one of the essential aspects within an organisation which assists in efficient manifestation of company vision by putting in efforts to constructively collaborate team members, empowering team members by improving their self-confidence to align themselves with company vision as well as put their best performances which includes efficient recognition of customer requirements and their satisfaction and operate efficiently in the international market. Regarding the methods that have been used for gathering optimum results, it can be concluded that the research philosophy was positivism, the approach was inductive, the design was exploratory, the strategy was quantitative, which has enabled in gathering primary data. Moreover, from the analysis of the data, it can be concluded that with the use of effective leadership provided by the leaders of Zein, the firm is able to grow in the market. The role played by the leaders of Zein is extremely crucial with respect to overcoming the challenges that have been hindering the growth of Zein in the market. Moreover, it can be further concluded that the feedback provided by the employees of Zein with respect to their work are taken into consideration by the leaders of Zein which has paved the way towards the success of the firm in the market it has been operating.

5.2 Linking with Objectives

Leader's role for enhancing the organisation of Zein's growth

From the literature review, it was found that the leaders of Zein have a prominent role with respect to the growth of the organisation (Al Zuned 2017). From the data obtained, it was determined from the response of the individuals that leaders of Zein play a dominant role in improving organisations growth. Therefore, the objective was fulfilled.

Challenges confronted by leaders of Zein with respect to enhancing organisation's growth

With the aid of the literature review, it was observed that the leaders of Zein had faced numerous challenges concerning the growth of the organisation (Roscoe *et al.*, 2019). Moreover, from the data gathered, it was found that the leaders of Zein have effectively handled the challenges for the progression of the firm. Hence, the objective was met.

Strategies took up by leaders of Zein to advance productivity and growth of the organisation

After the valuation of the literature review, it was identified that the leaders of Zein had undertaken several effective strategies to over the challenges regarding organisations growth (Sheshi and Kërçini 2017). Furthermore, from the data obtained, it was observed that with the help of efficient strategies, the leaders of Zein had enhanced the organisation's growth. Hence, the objective has been achieved.

5.3 Recommendations

Regarding the use of effective strategies utilised by the leaders of the respective firm for enhancing the growth and productivity of the organisation, several recommendations have been mentioned below.

5.3.1 Stand-up meetings

As compared to traditional meetings wherein all the workers are seated in their place, making use of walking and standing meetings can inspire superior creativity from the staff that are attending the meeting as during standing or walking meetings, attention is focused more on the individuals that are in the room rather than laptops, mobile devices or other distractions. It considerably engages all the attending members who have been determined to be more productive.

5.3.2 Transparent communication

It is primarily crucial for the leaders to establish an open channel of communication among the management and the team members as it is crucial to maximising the productivity of the workforce. Establishing a culture of transparent and open communication makes sure that the leaders are consistently receiving and sharing feedback with respect to the performance of the firm as well as the performance of the employees.

5.3.3 Effectively organising activities of the team

The productivity of a team can be negatively affected by the team members that resist exchanging trust, communicating and cooperating with their peers or colleagues. Providing opportunities with respect to developing stronger bonds with each and every member of the team is crucial for productive leadership as it extensively creates trust and respect with everyone on a team. Promoting team activities is essential for the leaders to effectively enhance the performance of the company as a whole.

5.4 Future Research Scope

With respect to the role of productive leadership regarding the progress of a business, there are many future scopes of research for the scholars that are eager to embark upon investigating further regarding this particular research topic. There is a possibility of conducting an interview session among the employees regarding the role of leadership towards a firm's success which would enable the investigator to gather an extensive amount of data. Furthermore, there is a scope of carrying out secondary data analysis with the help of journals and articles via which the researcher can earn valuable information regarding the topic of the research.

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Appendix

Survey Questions

1. Gender

a) Male

b) Female

2. Age

a) 22-26

b) 27-32

c) 33-37

d) 38-42

e) 43 and above

3. Do you agree that leaders are important in the progress of the business of Zein?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

4. Do you agree that the leaders in your company are helpful towards you related to your work?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

5. Do you agree that Zein is able to grow in the market due to the efficient role of the leaders?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

6. Do you agree that there are certain challenges that the leaders have to face in Zein that is related to the management of the business?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

7. Do you agree that the communication among the staffs in Zein is improved by the leaders?

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

8. Do you agree that your feedback is considered by the leaders in Zein related to your work?

- a) Strongly Agree
- b) Agree
- c) Neutral

d) Disagree

e) Strongly Disagree

9. Do you agree that the performance of the leaders in Zein is followed by you for career growth?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

10. Do you agree that as a leadership strategy, work ethics are maintained by the leaders in your firm?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree