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THE EFFECT OF LEADERSHIP STYLE ON EMPLOYEE WORK MOTIVATION AT SOME SELECTED TELECOMMUNICATION COMPANIES IN MOGADISHU SOMALIA

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ABSTRACT

The study was about the effective leadership style on work motivation in Mogadishu, Somalia Two research objectives guided the study They were To determine the impact of Transformational leadership at work motivate in telecommunication companies in Mogadishu Somalia. To investigate effect transactions leadership on work motivation in the telecommunication camps in Mogadishu Somalia. To examine Autocratic on work motivation in telecommunication camps in Mogadishu, Somalia the research design was descriptive research design. Data was collected through quantitative method. A questionnaire was used to collect data from a sample size of 67 respondents. The data were collected using frequency table and graph, and SPSS version 2016 was used to analyze the data. This study will be essential for in some district who are involved in concerned area, and also the study will be useful to potential researchers as literature, which is interesting to bear out for further research in this field the study found that there is a close relation leadership on work motivation in Mogadishu, Somalia. The foremost aim of this survey was to find out the impact of autocratic leadership on work motivation in Mogadishu, Somalia. The survey base that there is a strong significant relationship (0.56) between autocratic leadership on work motivation. The second aim of this survey was to find out the impact transformational leadership on employee performance in Mogadishu, Somalia. The survey base that there is a strong significant relationship (0.57) transformational leadership between work motivations in Mogadishu, Somalia. The tertiary objective of this survey was to find out the impact transactional leadership on work motivation in Mogadishu, Somalia. The survey base that there is a strong significant relationship (0.58) transactional leadership between work motivations in Mogadishu, Somalia. The researcher recommends the following aspects, Leadership has given employee motivation and reward. The employee must have a job specification to achieve organizational goals. Leadership has recognized employee's word condition

1.0 INTRODUCTION

Historically, scholars presumed leaders are born and not made the 'great man' thesis dominated the nineteenth century the more extreme proponents of this theory hold that history is changed and shaped by great men. If great man were suddenly incapacitated history would be different, Nietzsche and other philosophers stated. The idea of bearing leaders was also reflected in the trait theories of the early 20th century, which propose that leadership is linked to particular traits and characteristics.

Reviewed several studies of leadership characteristics and traits, summarized the most common traits: intelligence, self-confidence, determination, integrity, and sociability. People wish to think of leaders as special kinds of people, who are tolerated as these and are able to perform extraordinary things. Nevertheless, the estimation that one particular leader will be in force across all sites and all followers have been knocked by many students in late years. Many scholars turned away from the trait theories and style theories to an approach that underscores the peer between the vogue of the leader and the characteristics of the site. Fiedler and Garcia (1987) describe the contingency theory in this context. This hypothesis proposes that leaders should adapt their conduct to the constraints of the site. The theories described before emphasize the characteristics and the flair of the leader and the situational constraints (Burns, 1978).

Changed the leadership research dramatically demonstrated the extensive research on transactional leadership and the lack of research in the area of transformational leaders. This position is consistent with the idea of the non-experimental community, which emphasized plenty of (transactional) managers and the deficit of leaders, who can move and energize their followers Transformational leaders are leaders, who make change in major operations. The magnetic qualities and compelling imagination of a transformational leader should energize the various industries of America and stimulate followers far beyond expectations (Burns, 1978). This was necessary after the economic blows of the 1970's, where a higher degree of client focus and productivity was needed in the last age, research mainly focused on the followers' perception of leaders. Research in the domain of implicit leadership theories (ILTs), for instance, gets hold of a follower-centric perspective (Lord & Maher, 1991; Shamir, Pillai, Bligh, & Uhl-Bien, 2006).

According to Kanter (1999): Suggests that, in order to build work motivation to change, managers should allow employees to participate; provide a clear image or vision of the future; share information; show commitment to the change; tell employees exactly what is required of them; and offer positive xviii reinforcement. This sort of information sharing helps

alleviate the feelings of uncertainty in the psyches of the employees. They bring more clarity around their characters and the future management of the organization Pointed out that an important part of successful management is the ability to act upon others. As such, committed employees are more motivated and committed towards meeting and achieving organisational goals (Pfeffer, 1998). Lind and Stevens (2004) assert that transformational leadership style is considered more appropriate as it allows for leaders to drum up people behind clearly defined goals Stum (1999)

In Africa the track record of the Public Administration Review (PAR), founded in 1940 and one of the top-ranked journals in the subject area can be one indicator of the amount of research in this area. Van Wart (2003), who performed an informal content analysis of the PAR journal since its origin 61 years ago, found 25 articles, in which leadership was the explicit focus of the article. There were just a handful of empirical research on leadership the last 50 years (Van Wart, 2003). Nevertheless, the PAR is only one informant and the chronicle of the telecommunication campus leadership literature is more than that. In the 1950's several leadership studies in the administrative sector were brought out (e.g. Bernstein, 1958; Selznick, 1957) and in the following twenty years the tradition of studying administrative leaders continued (e.g. Corson & Shale, 1966).

My aim of the Study as follows: to determine the impact of Transformational leadership style on work motivation at Somtel in Mogadishu, Somalia, to investigate the effect of transnational leadership style on work motivation at Somtel in Mogadishu, Somalia, to examine the effect of autocratic leadership style on work motivation at Somtel in Mogadishu Somalia.

LITRATURE

In the recent past years, leadership has engaged as a new effective approach for managing the employees and organization at large the traditional concept of personnel administration has gradually replaced with the human resource management this give importance to the strategic integration of new leadership styles into effective management of employees and to improve the employee performance assert that the effective leader must be a good diagnostician and adopt style to meet the demands of the situation in which they operates Different leadership styles are used that fit to employees on the basis of amount of directions, empowerment, and decision making power an administrative phenomenon reflects the contingency of leadership, and style, situation and performance criteria have been left to suffocate on their own.As a result, employee performance was affected due to lack of proper

direction and application of strategic style in managing daily duties. (Hersey P, Blanchard KH (1988)

In past, the previous study investigated performance phenomena and how it was affected by various variables such as: Leadership, and with its different leadership styles such as participative, autocratic, and democratic it was noted that, in most studies, the concept of participative approach was highly lacking yet in the data collected, it was noted that this approach was critical to the sustainability of leadership processes especially in large work environments. All in all, the history of leadership and how it affects performance of employees dates as back as early as the where towards the end employees performance depended upon the proper match b/w a leaders' ability to lead is contingent upon situational factors that include the leaders' capabilities, preferred style, and behavior, competency of employees this theory propounded that leaders should adopt that style which best to the situation and immediately stimulate the employee performance leadership is increasingly understood to involve persuasion and explanation as well as ability to identify, affirm, and renew the values of the group the leader represents managerial expertise, technical skills, cultural literacy and other relevant knowledge and skills are not sufficient virtues for the leaders whose lives will be dedicated to public services. An effective leader has a responsibility to provide guidance and share the knowledge to the employee to lead them for better performance and make them expert for maintaining the quality. And become head of all team members is such a great responsibility. The introduction of the clear standards of leadership promotes the core values and maturity on their role and responsibility.(Hersey P, Blanchard KH (1988).

Motivation is the driving force in pursuing and satisfying one's needs It is anything that affects behavior in pursuing a certain outcome. Motivation is also defined as the process that accounts for an individual's passion, direction, and persistence of effort toward attaining a goal, meaning the result of the interaction between an individual and a situation Motivation focuses on and includes the processes that guide the general strength and direction of a person's action over time. This duration is of great important because although motivated behaviour takes place only in the present, its direction is toward the future (Bernard, Mills, Swenson & Walsh 2005). Motivation is a fundamental instrument for regulating the work behaviour of employees (Olusola 2011). The motivation to work, whether intrinsic or extrinsic, is critical in the lives of employees because it forms the essential reason for working in life (Ololube 2006). Intrinsic motivation is regulated by personal enjoyment, interest or pleasure (Lai 2011) and it involves the performance of an activity for the inherent

satisfaction of an activity. Extrinsic motivation refers to (Robbins, Judge, Odendaal & Roodt 2009).

METHODOLOGY

The researcher used Cross-Sectional explanatory design. Cross-sectional Survey design why is collecting Data at one point in time from a sample selected to represent a larger population or cause relationship variables because of consideration time and cost of data gathering a correlation is a data collection method that determines whether, and to what extent an association exists between two or more paired and quantifiable variables.

The purpose of the researcher was identified the effects of leadership style on work motivation at some selected telecommunication companies in Mogadishu Somalia.

The target population of this study was be select three telecommunication companies such Hormud, nation link and telecom of three of research populations The target population of this study will be 70 respondents consist top managers, middle managers low mangers/employee respondent from three telecommunication companies in Mogadishu-Somalia.

This survey was applied qualitative methods, especially correlation design for analyzing collected questionnaire. An item analysis was illustrated the strong points and weaknesses based on the index numbers in terms of mean, standard deviation and rank. From these strengths and weaknesses, the recommendation will derive From the analysis the researcher interested in attending at the relationship between variables. One means of doing correlation analysis is to use Spearman's r test to look into the correlations between two groups of normal spread data. In the thesis the researcher used Spearman's rho due to data normality correlation between leadership style and workplace motivation.

SUMMARY

The purpose of this work was to look into the impact of leadership style on work motivation in Mogadishu.

The impacts of transformational leadership and transactional leadership style have a major impact on employee motivation in the Mogadishu Telecommunication Industry. This result shows that the transformational leadership style used in Telecommunication Industry administrators increases the employees Work motivation in those Industry, as well as transactional leadership.

In other words, the findings supported that management and Staffs working in the Telecommunication Industry in Mogadishu significantly agreed that the transformational leadership styles have a major impact on employee motivation.

The findings also supported that, the management and staff accepted transactional

leadership style has a major impact on employee motivation in Mogadishu Telecommunication Industry, and they also the findings seemed that employees are satisfied if they were rewarded with their performance or give credit for their endeavors. In conclusion transformational and transactional leadership style have major impact on employee motivation in Mogadishu Telecommunication Industry.

RECOMMENDATIONS

After data collection, data discussion Achieved and conclusion, the researcher of this study recommended the following:

- The researcher recommend that the Telecommunication industry Should use both transformational and transactional leadership styles according to the employee's behaviors in order to enhance organisational performance.
- The researcher recommend that the Employee should have a job specification to achieve organizational goals.
- The researcher recommend that Telecommunication industry should provide training and give confidence the staffs to contribute their best to the purpose of the organization and motivate to provide higher levels of performance.

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