The Impact of Leadership Styles on Improving Institutional Performance in the Jordanian Commercial Banks from the Perspective of Middle Management Staff

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Abstract

The purpose of this study is to identify the impact of of leadership styles on institutional performance of the commercial banks working in the south of Jordan from the perspective of middle management staff. The studypopulation consisted of (13) banks distributed in thejordanian southern governorates (Karak, Tafila, Maan, and Aqaba) and the number of their branches was (51). The study sample was (260) manager from the middle levelsand working in the targeted banks. To achieve the objectives of the study a questionnaire was developed to collect the required data from the study sample. A statistical package of social sciences (SPSS) was used to analyze the data collected by the questionnaire and to test the study hypothesis. depending on the averages and other statistics .Empirical results found that thedemocratic, autocratic, and situational style as a dimensions of leadership styles has a positive impact on institutional performance and the democratic style has the highest impact while the autocratic style has the lowest style. In addition the results found that the dominant leadership style in the target bankswas a democratic leadership style and this attributed to the focus of target banks on providing a training needsto its employees in order to improve their performance and achieve the goals in effective and efficient way. Based on these empirical results the study recommending that the banks should focus largely on thedemocratic leadership style and increase the a awareness of their employees in the different leadership styles through providing a training programs related to the subject of leadership in order to build their skills and enhance their knowledge. Finally the study recommend to conduct more future research and studies on the subject of leadership styles and institutional performance in the different industries, because the current study and its results limited to the Jordanian banks.

Keywords:Leadership, Leadership Styles, Insitutional Performance, Jordan Banks.

1. Introduction

Today, organizations depend upon capable leadership to guide them through unprecedented changes. Numerous surveys of the CEOs show that they believe that the key factor that will determine the future of their organizations is the quality of their leadership talent they will manage to grow or acquire. However, it is not simply the number or the quality of individual leaders that determine the organizational success, but their ability to understand the collective values, actions and endeavors communicated by the formal and informal artifacts and relationships in the organization.

Leadership is one of the world's oldest and most topical issues, and that it is generally accepted that the effectiveness of any grouping of people is largely dependent of the style of its leadership.

Research on leadership and leadership style has been present in scientific research for decades, yet despite its strongly recognized importance it remains an elusive concept (Singh, Nadim, &Ezzedeen, 2012) and an object of interest for many researchers.Ristow et al (1999) confirm thatthe topic of leadership continue to attract considerable interest from academics and practitioners all over the world. This mainly because the widely accepted premise that thisconcept linked to the institutional performance.

Leadershiphas astrong influence not only on the employee's motivation, job satisfaction, and other work-related outcomes, but also on the overall institutional performance, therefore various approaches have emerged in attempts to give an answer to the most effective form of leadership and leadership style.Different theories and assumptions, based on personality, behaviorist, and contingency theories, have been used to establish the traits and behaviors that determine effective leadership and leadership style (Jonsen, Maznevski, & Schneider, 2010). Among the leadership styles that emerged based on these theories and assumptions are the democratic, autocratic, and situational style. Therefore the objective of the study is to examine whether these leadership styles can influence the institutional performance. Thus, this paper conducts an empirical study of the sample of (182) managers from(13) banks distributed in the jordanian southern governorates.

2. Literature review

2.1 leadership styles

Leadership means communication, motivation, encouragement and involvement of the people (Drucker, 1989).Leadership is a vision, idea and direction and requires ability to motivate people to complete their tasks without being closely supervised (Fullan, 2001).The effective leadership, while emphasizing the importance of the work the employees perform, positively affects the motivation and drives people to carry out the tasks as leader expects(Harris & Hartman, 2002).Leadership is about the ability to influence, to motivate and to allow others to contribute to the effectiveness and success of the organization (House,1971).Stogdill(1974) described leadership as the process of influencing the activities of an organized group in its efforts toward goal setting and goal achievement.

According to Bhatti, Maitlo, Shaikh, Hashmi, and Shaikh (2012) leadership can be defined as a social influence process in which the leader seeks the voluntary participation of subordinates in an effort to reach organization goals. It is a process whereby one person exerts social influence over other members of the group and a process of influencing the activities of an individual or a group of individuals in an effort towards goal achievement in given situations.

Despite numerous definitions of leadership, a frequently cited component is the concept of "influence". Tannebaum and Massarik (1968) support the notion of influence when defining leadership as interpersonal influence exercised in a situation and directed, through the communication process, toward the attainment of a specialized goal or goals. Gulley (1960) provided a commonly held view of leadership in stating leadership means influencing others within a particular situation and social context in a way that induces them to follow, to be modified, to be directed.

Leadership style can be defined as a set of behaviors, beliefs, and focus of power that a manager adopts toward its subordinate staff (i.e., the way in which the manager typically behaves toward members of the group; Mullins, 2005). Looking at the continuum or range of possible leadership behavior based on manager and non-manager power, influence, and freedom (Tannenbauem& Schmidt, 1973), one of the most accepted distinctions is between autocratic and democratic leadership styles. The notions of autocracy and democracy have been used to distinguish these two styles (Choi, 2007). Democratic leadership is defined as the performance of three functions: distributing responsibility among the membership, empowering group members, and aiding the group's decision-making process (Gastil, 1994). On the other side, an autocratic leader maintains a high level of individual control over all decisions, defines all the activities, and seeks no participation from group members.

Early leadership studies focused on traits or personality characteristics as determinants of effective leadership (Bhal& Ansari, 2000); Bryman, 1992). From the mid-1930s through the 1950s saw human relations infiltrate the world of leadership. Human and interpersonal factors were introduced into management theories as leaders sought to boost employee satisfaction, dedication and performance (Wallin& Ryan, 1994).Behavioral theories began to emerge during World War II as research on traits failed to explain the effectiveness of leaders (Bass, 1990). These studies evaluated behavior rather than traits of leaders; in other words, leadership may be defined as the behavior of an individual while he is involved in directing group activities (Bass, 1990). During this era, researchers also studied how followers perceived leaders. Leadership traits were influenced byvarious situations and each called for different responses and actions (Roueche, Baker & Rose, 1989). Situational theories, or contingency models, followed trait and behavioral research. The focus of situational theory involved analyzing the situation in which leadership behavior occurred (Daft, 1999). In recent years, researchers have tried to streamline and integrate these approaches and many studies have focused on identifying the characteristics and values of transformational and transactional leadership behaviors. For the purpose of this study the democratic, autocratic, and situational leadership styles was adopted.

2.2 institutional performance

The concept of institutional performance considered as one of the modern managerial concepts that express about the overall performance of the organization and the survival of the organization depend on it.

The multidimensionality of the institutional performance concept could add further complications to the institutional performance debate. This diversity in institutional performance measures is due to a lack of agreement between researchers about what institutional performance is and how it is to be operationalised.

The concept of institutional performance is a broad term which can be viewed in terms of financial and nonfinancial performance. Since performance is a dynamic concept that changes with time, there is a need to distinguish between short-term and long-term performance. Financial performance indicators generally concern themselves with profitability issues and can be easily measured and observed. Common operationalisations range from firms' market value, lead times, operating profits, share prices, sales growth, asset growth, and various established financial measures such as Return on Assets (ROA), Return on Capital Employed (ROCE), Gross Rate Return on Assets (GRATE), and Tobin's q. Moreover, the same variable is operationalised in different ways by different researchers; For example, productivity is defined as production hours per unit of output by Kelley (1996), as sales per employee by Huselid (1995) and as line uptime by Ichniowski et al. (1997).The non-financial performance indicators, on the other hand, capture aspects of firm performance that impact upon the quality of output and are indicated by factors that cannot be easily measured or observed, for example, brand loyalty, goodwill, innovativeness, flexibility, ability to adapt to change, perceptions of public image, the quality of management, mission statement, vision, quality of service, labour productivity.

institutional performance is an indicator which measures how well an organization achieves their objectives(Venkatraman&Ramanujam, 1986; Hamon, 2003). institutional performance can be assessed by anorganization's efficiency and effectiveness of goal achievement (Robbins & Coulter, 2002). Andersen (2006) states that the concept of effectiveness is a ratio, implying that two entities are required when defining and measuring effectiveness (e.g. return onassets). He also argues that when effectiveness is conceptualized as a degree of goalattainment, that is, the achievement of profitability goals. Schermerhornet al(2002)point out that performance refers to the quality and quantity of individual or group work achievement. Recently, institutional performance effectiveness and efficiency are synonyms which are interchangeable (Hancott, 2005). Hancott further points out that, a number of indicatorshave been adopted to measure institutional performance since mid 1900, such as profit growth rate, net ortotal assets growth rate, return on sales, shareholder return, growth in market share, number of new products, return on net assets, etc. In 1990, return on net assets and return on capital have been applied in performance measurement as well. A number of studies have applied different ways to measure institutional performance (Schiuma and Lerro, 2008; Garnettet al., 2008; Green and Inman, 2007; Chung and Lo, 2007). In particular, Steers(1975) reviews 17 organizational effectiveness models, integrates these measurements of institutional performance from various studies, and generalizes these measurements into three dimensions: financial performance, business performance and organization effectiveness. In addition, Delaney and Huselid (1996) suggest two ways to assess institutional performance: organizational performance and market performance. While the former is concerned with product or service quality, product or serviceinnovation, employee attraction, employee retention, customer satisfaction, management/employee relation and employee relation; the latter is concerned withorganizational marketing ability, total growth in sale, and total profitability. In addition, Tippins and Sohi (2003) propose institutional performance is measured on four dimensions: relative profitability, return on investment, customer retention, and total sales growth. In the present study, the researcher focuses on non - financial performance indicators that includes goals achievement and work procedures, and adopt these two factors for he institutional performance dimension.

3. Study Hypothesis

The study main hypothesis is:

H0: There is no impact with statistical significant at ($\alpha \le 0.05$) of leadership styles (Democratic, Autocratic , and Situational) on institutional performance. This hypothesis generates the following sub-hypotheses:

H01: There is no impact with statistical significant at ($\alpha \le 0.05$) of leadership styles on goals achievement dimension.

H02: There is no impact with statistical significant at ($\alpha \le 0.05$) of leadership styles on work procedures dimension.

4. Methodology

The study used the descriptive methodology through reviewing the literature related to the study topic to build the theoretical framework of the study and developing the questionnaire. Also the study used the field analytical methodology through conducted a field survey in order to collect the required data, and using the statistical techniques to analyze the collected data.

4.2 Study Population and Sample

The study population consisted of (13) banks operated in the jordanian southern governorates (Karak, Tafila, and Aqaba) and the number of their branches (51). The study sample included (260) manager from the middle levels and working in the targeted banks, and the respondent percentage was (100%). Table (1) presents the

characteristics of study sample in terms of their gender, years of experience in the bank, educational level, job title, and finally their age.

Variable	Category	Frequency	Percentage
Gender	Male	160	62
	Female	100	38
Years of experience	Less than (5) years	10	3
	From (5) to less than (10) years	50	19
	From (10) to less than (15) years	80	31
	From (15) to less than (20) years	90	35
	(20) years and above	30	12
Education Level	General Secondary and less	20	8
	Diploma	60	23
	Bachelor	130	50
	Graduate Studies	50	19
Job Title	Assistant Manager	40	15
	Head of Division	150	58
	Head of Section	30	12
	Administrative	40	15
Age	From (18) to (25) years	29	11
	From (26) to (32) years	61	23
	From (33) to (40) years	80	31
	(41) years and above	90	35
Total		260	100%

Table1.Thecharacteristics of the study sample

4.2 Study Instrument

The study instrument included a questionnaire developed by reference to the theoretical literature related to the leadership and institutional performance. The questionnaire composed of three parts: The first part covers the demographic variables of the study sample, such as the gender, years of experience, educational level, job title, and the age of respondents. The second part of the questionnaire includes the paragraphs that measures the leadership styles, which adopted from (Majid, 2013). The third part of the questionnaire includes the paragraphs that measures the institutional performance which adopted from (Ghaleb, 2014; Alzgellat, 2011). The answers to the second and third part of questionnaire relied on a Likert Scale, ranging from strongly disagree (1); disagree (2); moderately agree (3); I agree (4); and strongly agree (5).

4.3Instrument Validity

The researcher offered the study instrument on a six of specialist in the field of management and a number ofacademicians specialized in the field of business administration and working at Jordanian universities, according to their opinions; the questionnaire is clear, adequate, and fit to the present study.

4.4 Instrument's Reliability

The researcher determined the reliability of instrument by Cronbach alpha coefficients in order to ensure the internal consistency among questionnaire items. Table (2) presents the values of alpha for each variable and for the questionnaire as a whole.

The dimensions of variables	The sequence of paragraphs	Cronbach alpha coefficients values
Democratic Style	1 - 5	0.91
Autocratic Style	6 - 10	0.78
Situational Style	11-15	0.89
Leadership Styles		0.84
Work Procedures	16 - 20	0.85
Goals Achievments	21 - 25	0.92
Institutional Performance		0.87
he Questionnaire as a whole		0.82

Table2. The values of Cronbach alpha coefficients

According to table (2)the value of alpha for leadership styles (0.84) and (0.87) for Institutional Performance and (0.82) for the instrument as a whole. These values are excellent because it is higher than the acceptable value (60%) and it is acceptable for the purposes of the current study.

5. Results and Discussion

5.1 Data Presentation

The means and standard deviations for the respondent's answers on thequestionnaire items related to the leadership styles and institutional performance introduced in the table (3) and table (4). Where table (3) presents the means and standard deviations for the respondent's answers on the table (4) presents the means and standard deviations for the respondent's answers on the table (4) presents the means and standard deviations for the respondent's answers on the table (3) presents the means and standard deviations for the respondent's answers on the table (4) presents the means and standard deviations for the respondent's answers on the table (3) presents the means and standard deviations for the respondent's answers on the table (4) present to the institutional performance.

As shown in table (3) the democratic leadership is the dominant style in the banks operated in the jordanian southern governorates (Karak, Tafila, and Aqaba) with average of means (3.866). Also the results from table (3) shown that the paragraph (There is Openness toward the language of dialogue and cooperation) has the highest mean (3.991) while the paragraph (There is a flexibility in the procedures and rules without barriers) has the lowest mean (3.690) within democratic style. And the paragraph (There is intensive monitoring and control) has the highest mean (3.947) while the paragraph (There is a focus on the employees errors rather than their good performance) has the lowest mean (3.690) within autocratic leadership style. Also the results from table (3) shown that the paragraph (There is enhancing for the intelligence capabilities of employees) has the highest mean (3.910) while the paragraph (The director prefers the errors) has the lowest mean (3.793) within situational style of leadership.

As shown in table (4) the results indicate that the target banks have a high level in achieving its goals with average of means (3.955). Also the results from table (4) shown that the paragraph (the bank setting a specific and achievable goals) has the highest mean (4.27)while the paragraph (all the goals adopted by the bank have the acceptance of the employees) has the lowest mean (3.81) within goals achievement dimension. In addition the results from table (4) shown that the paragraph (the work procedures are improved according to the work requirements) has the highest mean (3.32)while the paragraph (the work procedures are simplified according to the map of work distribution) has the lowest mean (2.95) within work procedures dimension.

Table3. The general means for the respondent's answers on the questionnaire items related to he leadership styles.

Democatic Style	General Mean	Standard Deviation
1. There is Openness toward the language of dialogue and cooperation.	3.991	1.012
2. There is a flexibility in the procedures and rules without barriers.	3.730	1.020
3. There is encourage for the employees to express about their problems.	3.811	0.994
4. There is assistance for the employees to work in team spirit.	3.837	0.982
5. There is attention regarding human relations between the employees.	3.960	0.895
Average	3.866	-
Autocratic Style	General	Standard
6. There is intensive monitoring and control	Mean 3.947	Deviation 0.941
	3.947	0.941
7. There is a focus on the employees errors rather than their good performance.	3.690	0.910
8. there is forcing on the employees to do work.	3.827	0.861
9. there is absolute concentration on the power and there is no delegation for the employees.	3.715	0.892
10. There is no focus on the tasks that satisfy the employees	3.770	0.797
Average	3.790	-
Situational Style	General Mean	Standard Deviation
11. There is enhancing for the intelligence capabilities of employees.	3.910	0.992
12. The director prefers the errors.	3.793	0.877
13. There is a clear identification for the bank goals and tasks.	3.890	0.853
14. There is interesting in the organizational rewards for the employees.	3.862	0.872
15. There is increase in the employees trust in himself and in their directors.	3.820	0.811
Average	3.855	-

Table 4. The means and standard deviations for the respondent's answers on the questionnaire items related to the institutional performance.

Work Procedures	Means	Standard Deviations
19.the work procedures are simplified constantly	3.25	0.930
20. The employees are satisfied with the work procedures followed in the bank	3.29	0.994
21.the work procedures are simplified according to the map of work distribution	2.95	1.020
22. the work procedures are improved according to the work requirements	3.32	0.997
23.the work procedures are developed by using modern methods in work design	3.01	0.983
Average	3.164	-
Goals Acheivment		
24. the bank setting a specific and achievable goals	4.27	0.974
25. all the goals adopted by the bank have the acceptance of the employees	3.81	0.955
26. the bank depend on the strategy that link between subgoals and main goals	3.89	0.958
27. the bank consider the participation as a basic rule in setting the basic goals and setting new goals	3.85	0.877
Average	3.955	-

5.2 Hypotheses Testing

Before applying the regression analysis in order to testing the study hypothesis the researcher conducted the following tests to ensure the fitness of data for the regression analysis assumptions: Variance Inflation Factory (VIF) Test, and Tolerance Test to ensure there is no high correlation between the independent variables (Multicollinearity), and SkewnessTest to ensure the normal distribution of the data. The results of these tests presented in table (5).

Table 5.The results of VIF, Tolerance, and Skewnes tests

Independent Variables	VIF	Tolerance	Skewness
Democatic Style	2.837	0.411	0.588
Autocratic Style	2.850	0.401	0.630
Situational Style	2.660	0.461	0.533

As shown in table (5) the results indicate that the values of (VIF) for all variables less than (10) and the values of (Tolerance) higher than (0.05) which mean there is no high correlation (Multicollinearity) between the independent variables. Also the results from table (5) shown that the values of Skewness less than (1) which meansthe normal distribution of the data.Based on these results the multiple linear regression analysiswas conducted to test the study hypothesis. Table (6) presents the model summary, and table (7) presents ANOVA analysis and tables (8, 9, 10) presents beta and t values for the study hypotheses.

Table 6.The Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.920	0.846	0.751	0.359

*Predictors: (Constant), Democatic Style, Autocratic Style, Situational Style.

As shown in table (6) the results indicate that the value of R square is (0.846) and this value means that the model explains (0.846) from the variance in the dependent variable (institutional performance) by leadership styles.

Table 7.ANOVA Analysis

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	328.970	3	53.902	1149.619	0.000
Residual	29.631	179	0.069		
Total	358.601	182			

*Predictors: (Constant), Democatic Style, Autocratic Style, Situational Style.

**Dependent Variable: Institutional Performance

As shown in table (7) the results indicate that the value of (F) is (1149.619) with significant (0.000) which is lower than the specified value (0.05) so the model is fit and acceptable.

Table 8.Beta and t values for the study hypotheses

	Model	Unstandardi	Unstandardized Coefficients		t.	Sig.
		В	Std. Error	Coefficients		
				Beta		
1	(Constant)	0.071	0.062			
	Democatic Style	0.601	0.038	0.649	38.613	0.000
	Autocratic Style	0.537	0.031	0.563	31.290	0.000
	Situational Style	0.581	0.027	0.622	36.404	0.000

*Significant at the level of statistical significance ($\alpha \le 0.05$)

**Dependent Variable: Institutional Performance

As shown in table (8) the results of multiple regression analysis indicate that theleadership styles influences the institutional performance. The values of beta and t-tests shown that the democratic, autocratic, and situational style of leadership has a positive impact on institutional performance at ($\alpha \le 0.05$).

Model	lodel	Unstandard	ized Coefficients	Standardized	t.	Sig.
			Std. Error	Coefficients Beta		
1 (Constant))	0.063	0.052			
Demo	catic Style	0.601	0.029	0.631	37.220	0.000
Autoc	ratic Style	0.573	0.026	0.597	34.418	0.000
Situati	ional Style	0.549	0.024	0.568	31.909	0.000

Table 9.Beta and t values for the first sub hypothesis

*Significant at the level of statistical significance ($\alpha \le 0.05$)

**Dependent Variable: Goals Achievment

As shown in table (9) the results of multiple regression analysis indicate that theleadership styles influences the goals achievement as a dimension of institutional performance. The values of beta and t-tests shown that the

democratic, autocratic, and situational style of leadership has a positive impact on the goals achievement at ($\alpha \le 0.05$).

	Model	Unstandardi B	zed Coefficients Std. Error	Standardized Coefficients	t.	Sig.
		2		Beta		
1	(Constant)	0.054	0.045			
	Democatic Style	0.390	0.029	0.427	20.311	0.007
	Autocratic Style	0.329	0.036	0.357	15.216	0.001
	Situational Style	0.351	0.031	0.372	17.115	0.004

Table 10.Beta and t values for the second sub hypothesis

*Significant at the level of statistical significance ($\alpha \le 0.05$)

**Dependent Variable: Work Procedures

As shown in table (10) the results of multiple regression analysis indicate that theleadership styles influences the work procedures as a dimension of institutional performance. The values of beta and t-tests shown that the democratic, autocratic, and situational style of leadership has a positive impact on the work procedures at ($\alpha \le 0.05$).

6. Conclusion and Recommendations

The current study investigated the impact of leadership styles namely (democratic, autocratic, and situational) on institutional performance. Empirical results found that thedemocratic, autocratic, and situational style as a dimensions of leadership styleshas a positive impact on institutional performance and the democratic style has the highest impact while the autocratic style has the lowest style. In addition the results found that the dominant leadership style in the target bankswas a democratic leadership style and this attributed to the focus of target banks on providing a training needsto its employees in order to improve their performance and achieve the goals in effective and efficient way.Based on these empirical results the study recommending that the banks should focus largely on thedemocratic leadership style and increase the a awareness of their employees in the different leadership styles through providing a training programs related to the subject of leadership in order to build their skills and enhance their knowledge.Finally the study recommend to conduct more future research and studies on the subject of leadership styles and institutional performance in the different industries, because the current study and its results limited to the Jordanian banks.

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