



## Origin and dimension of leadership in the special reference on business organisation

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### ORIGINAL ARTICLE



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Origin And Dimension of Leadership In The Special Reference on Business Organisation  
Abstract:- The main purpose of the paper is to analyse the new dimensions of leadership  
and its impact on the Business Organisation. Leadership is most needed concept of the  
management. Every organisation needs the dynamic person as a leader. There are two  
persons needed in organisation: first is manager and second is leader.

### Abstract

The main purpose of the paper is to analyse the new dimensions of leadership and its impact on the Business Organisation. Leadership is most needed concept of the management. Every organisation needs the dynamic person as a leader. There are two persons needed in organisation first is manager and second is leader. The manager faces complexities and leader works with all new changes and challenges in the organisation. There are many theories and styles of leadership in practise and organisation uses these theories and styles as per the requirement and need of the organisation. We will also discuss the leadership strategies and their impact on the traditional market and its role in backward states, what is the participation of leadership in social identification of a business.

### Key Words

Leadership, Organisation, Traditional and Strategies.

### Introduction

The entity or structure formed for the purpose of carrying the commercial activities or commercial enterprise is termed as Business Organisation. There are generally three forms of business enterprises such as sole proprietorships, partnership and limited liability companies or corporations. Leadership is the key function for the management and plays a major role in the setting of objectives of the organisation and achieve the challenging goals set by the business organisation. The good leadership skill helps to build the successful organisation. The major role of the leader is to set a clear vision for the organisation, guide and motivate employees and

develops morale. The role of leader can be assigned as his post such as manager or department head based on his personality and charisma and attracting others to follow him formally in the organisation. The concepts generally used in the leaderships are setting a clear vision which means to influence the employees to believe in the particular object given by the leader and to accept the future state of the particular business organisation. Motivating employees is also a key work of the leader as he has to understand their needs and wants and provide them a better working environment and proper remuneration for their work, in addition to this leader has to appreciate and reward extra for their better and good efforts and work performed in the organisation. Leader not only motivates the employee but also guides them by defining their role in the work process and providing them necessary techniques and tools to perform in the organisation. He will provide task and will explain them to deal with the complexities of the task and achieve target in a given time period. After the work of providing clear vision, motivating and guiding their employees to achieve the targets of the organisation the major task left is to build a proper morale in the organisation. For building proper morale in the organisation leader has to bring together all the employees of the organisation and their efforts together to achieve the set organisational goals. Thus leader should be dynamic and clear in his objectives for the success of the organisation. There are many leadership styles provided by many experts opted by various organisation as per the requirement, nature and working of the particular business organisation. The better the leadership skill of the leader will provide you the best results for the success of the organisation.

## Review of literature

The efforts have been made to review the concept of leadership and its various leadership styles and its impact on business organisation. How the proper and directed leadership helps to motivate the employees and their growth in the organisation and leads to their positive attitudes towards the work and the organisation. One more purpose of the paper is to study the development of leadership and its impact on traditional market and strategies in the backward areas. Also to study the impact of leadership on the social economical and living index of a society. Leadership styles also have a major impact on the employee's performance. Some of the available literature helped in the study of this particular topic.

This study concluded that in present context the dynamic and change oriented leaders are needed most for the betterment of the organisation. Leaders should have clear vision, creative and innovative mind for work. Leaders should not only work on participative style but also initiate a proper and clear vision among the followers or the employees engaged in the organisation. (*Anderson and King, 1993*).

This concept attributed to the Laissez-Faire leadership style for such leaders who are not interested to interfere with the persons working under them. This can also be termed as non leadership technique by not interfering and should initiate the proper technique. (*Bass & Avolio, 2004*).

This study suggests that management should allow employees to participate, share ideas and information and provide them vision that what is the expected in terms of their performance. This idea can build a sense of belongingness and motivation among the employees and can initiate change for better organisational objects. (*Kanter, 1999*).

The theory of transformational leadership encourages the employees or followers to initiate the activities in good way by taking personal initiatives. The main features of the transformational leadership are clarifying the direction of the employee by sharing information and welcome them for their suggestion and feedbacks. Thus transformational leadership plays a major role in motivating and building the sense of belief and responsibility among the employees of the Organisation. (*Burns, 1978*).

## Objectives of the study

1. To know the leadership development and its impact on traditional market.
2. To know the development of leadership strategies in the development of Traditional market activities.
3. To know the role of leadership strategies in the development of backward states.
4. To know the leadership participation in the social identification of a business in establishment.
5. Leadership is a most important factor in social economical and living index of the society.

## Research Methodology

This research paper is completely based on the available secondary data. Paper is also based the available literature on leadership skills. Leadership styles described by various experts have also taken into consideration. The new development of leadership styles and strategies to deal with the traditional market and backward areas for development of living index in the society.

## Analysis

The first objective of the research paper is to study the development of leadership and its impact on traditional market. Various surveys conducted by some leading business houses about the challenges faced in leadership, due to modern techniques and to replace the traditional techniques. Near about 10 -15% leaders or executive are Strong and stable leaders, and the new leadership model is demanded by the 2/3<sup>rd</sup> respondents. The major results were dependent on more than 60 % view that the top challenge of present era is to develop the leaders of next generation with modern approach and new ideas. Thus with the development of new leadership styles and methods it has affected the traditional markets, as with traditional methods new challenges of leadership cannot be faced. Traditional methods still provide the base and cannot be completely replaced by the new techniques. New leadership techniques and models are basically focused on the team building, accepting the constant changes and maintaining the friendly and positive environment with the both customers and employees, whereas traditional techniques mainly emphasises on the positional leadership. Modern and new development of leaderships is based on four Es:

**Education** is the most important tool for modern leadership development which comprises of knowledge related to finance, business and industry. It also includes understanding your team and people and providing them proper coaching about development of product services and its operations.

**Experience** relates knowledge of past functional roles and technical skills and to utilise the opportunity to lead various programs, lead projects, teams and operational initiatives to develop leadership skills.

**Exposure** means to take advice from the mentors, advisors, seniors, executives and coaches to handle the difficult situations in proper way. This provides the leaders global roles, international assignments and growth.

**Evaluation** is the last process which includes direct feedback, self reflection, self- improvement ideas. Evaluation is the main process which helps to improve the leaders and leadership quality.

The leadership participation in the social identification of a business in establishment is the other main object of the research paper. Social identity theory of leadership has many problems that structural differentiation is created within the group that serves the empathic bond between leader and the follower and forms of intergroup relations. The social identity of business becomes strong as influence or motivation turns into the power of the leader. The followers sometimes have a blind faith on the leader and leader also impose the enormous power and his rights on the employees and develop

a social structural framework. This theory also emphasises on the group process and social categorisation and neutral process associated with social identity.

Leadership strategies are a process in which a leader is valued the performance level according to goals and make rectification the set activities towards the determined goal. In the performance level it is quiet important that a leader is continually observes the organisational activities, point weakness on performance level and corrects it. So, the leadership strategies play important role in the development of backward areas in the organisational structure.

A leader performs the universal role in the performance of an organisation and the organisational structure, attitude and activity is determined on the basis of social and economical structure of a society. The activity of a leader is guidance or a way for the role of a economy in a society means leadership activities are participating in a important role in the creation of society and its standard which is represented the determination of social living index in a economy. So, it is true that a leader plays a major role related to creation of society, economy and social standard in a society.

Thus the paper summarises clearly that the leadership being an indispensable aspect of the management and the business organisation. Charismatic and intelligent leader plays a vital role in the establishment and development of the business organisation. The better the leadership skills the better will be the performance of the organisation.

## Suggestions

- The leader should be such a person who can lead by example and work in the participative manner rather than only ordering the employees.
- The leader should be goal oriented as the main object of organisation is the accomplishment of the organisational goals.
- The good leader should be bold and fierce and should take initiative to take all the challenges and responsibility of the organisation.
- A good leader should have good communication skills and know how to develop the team and work with them.
- The leader should be confident and share the glory and appreciation with his entire team rather than taking all the credit by himself.

## Conclusion

The research paper discussed above clearly describes the importance of leadership in the development of the organisation. There are various leadership styles proposed by the experts which are utilised in the organisations as per the requirement and nature of the organisation. The major objectives of the paper are to study the development of leadership strategies and its impact on the traditional market and its activities. Paper also discussed the participation in the social identification of a business in establishment and suggests the role of leadership in the living index of a society. All the objectives of the paper are properly analysed and later suggestions for the effective leadership are provided and conclusion of the paper is provided.

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