

A STUDY ON EFFECT OF LEADERSHIP ON EMPLOYEE PERFORMANCE AT SIBAFLORE NATURAL DECORATIONS PRIVATE LIMITED., THOOTHUKUDI

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Abstract:

Leadership plays a pivotal role in shaping organizational success by influencing employee performance. This study explores the significance of leadership, defining the leader as a visionary, motivator, and influencer within the organization. It examines the multifaceted role of the leader, encompassing aspects such as setting goals, providing guidance, and fostering collaboration. The study investigates the performance factors associated with effective leadership, including communication skills, decision-making abilities, and emotional intelligence. Through quantitative and qualitative analysis, the research aims to understand the impact of leadership on employee performance. Utilizing surveys, and observations, data were collected and analyzed using statistical tools such as percentage analysis and Descriptive analysis. The findings indicate there is a strong relationship between leadership and employee performance. Utilizing surveys, and observations, data were collected and analyzed using statistical tools such as percentage analysis and Descriptive analysis. The findings indicate there is a strong relationship between leadership and employee performance. Suggestions for improving leadership effectiveness such as providing training programs, fostering a positive work environment, and implementing performance evaluations. However, limitations such as sample size constraints and potential biases are acknowledged. Solutions for this research can contribute to a deeper understanding of the complex relationship between leadership and employee performance, offering valuable insights for organizations striving to cultivate effective leadership practices and maximize employee productivity and satisfaction.

Keywords: Leadership, Motivation, Performance, Communication, Collaboration.

Introduction:

Leadership is a critical aspect of organizational success, as it directly impacts employee performance. The study on impact on leadership performance aims to understand how

different leadership styles, behaviors, and practices influence the motivation, engagement, and productivity of employees within an organization. By examining the relationship between leadership and employee performance, researchers can identify effective strategies for enhancing leadership effectiveness and ultimately improving overall organizational outcomes. This field of study is essential for organizations seeking to maximize the potential of their workforce and achieve sustainable success in today's competitive business environment. A skilled leader communicates clearly and transparently, ensuring that employees understand their roles, responsibilities, and organizational objectives.

Qualities of a Leader:

- ✓ **Personality:** A pleasing personality always attracts people. A leader should also be friendly and yet authoritative so that he inspires people to work hard like him.
- ✓ **Knowledge:** A subordinate looks up to his leader for any suggestion that he needs. A good leader should thus possess adequate knowledge and competence in order to influence the subordinates.
- ✓ **Integrity:** A leader needs to possess a high level of integrity and honesty. He should have a fair outlook and should base his judgment on the facts and logic. He should be objective and not biased.
- ✓ **Initiative:** A good leader takes initiative to grab the opportunities and not wait for them and use them to the advantage of the organization.
- ✓ **Communications skills:** A leader needs to be a good communicator so that he can explain his ideas, policies, and procedures clearly to the people. He not only needs to be a good speaker but also a good listener, counsellor, and persuader.

Types Leadership Styles:

- **Autocratic Leadership:** In this style, the leader makes decisions without consulting team members, maintaining strict control over the group.
- **Democratic Leadership:** Democratic leaders encourage participation from team members in decision-making processes, seeking input and feedback before making final decisions.

- **Transformational Leadership:** Transformational leaders inspire and motivate their team through a compelling vision, encouraging creativity, innovation, and individual growth.
- **Laissez-Fair:** leaders provide minimal guidance and oversight, allowing team members to make their own decisions and take ownership of their work.

Statement of the problem:

- The study aims to examine the challenges in applying leadership on employee performance in Sibafloor natural decorations private limited.
- People are the most important resource in the organization.
- Many studies have explored the impact of leader's behaviour on employee performance, team dynamics, collaboration and overall organizational performance.
- Examine the crucial relationship between leadership and employee challenges for organizational teams.

Objectives of the study:

- To explore the factors of leadership skills
- To analyse the performance levels of employee
- To measure the impact of leadership on employee performance
- To provide guidance to improve performance levels of employees

Need of the study

Leaders today face several challenges in managing factors affecting employee's performance such as uncertainty expectations, inconsistent feedback, insufficient training and development opportunities, and ineffective performance evaluation processes. To overcome these challenges, leaders should set clear goals and expectations for their team members, provide regular and constructive feedback on performance, offer ongoing training and development opportunities to enhance skills and knowledge, and establish a fair and transparent performance evaluation system.

Scope of the study

The purpose of this study is to investigate the role of leadership on employee performance. Researchers and practitioners explore how these styles and behaviors impact organizational

performance, employee motivation, and team dynamics. Leadership has an immense impact on how employees perform, grow and lead to positive organizational outcomes. Effective leaders can enhance the individual employee performance level through proper leadership style and retaining talented employees within the company, as he identifies the fact well performing employees are unique resources to the organization. A motivated workforce is crucial for the success of an organization. Increasing employee performance is a key ingredient for successful organization

Company Profile:

- ◆ Sibafloor Natural Decorations Private Limited started in 14-11-1994, our hard work with passion has resulted in the establishments of a successful business.
- ◆ Our company is popular for its design, quality, and product concepts in home decorations.
- ◆ Sibafloor is an export-oriented unit and has easy access to world class raw materials.
- ◆ 90% of the products manufactured are in ready to retail packaging.
- ◆ And we cater to customers all over the world.
- ◆ We have 15k sq. meter. of world class manufacturing facility.
- ◆ Sibafloor meets all necessary quality, environmental, health and safety, supply chain security and legal requirements.
- ◆ The factory is located at Tuticorin. Tuticorin is a port is only 25kms (16.5 miles) from the factory.
- ◆ Its unique location provides for more than 300 days of sunshine per year which is indispensable for the natural decorations business.
- ◆ Experienced workers 500 and 80+staff to take care of day-to-day operations.

Vision:

To attract the best customers in the world through innovation and continuous improvement in manufacturing practices.

Mission:

We are committed to being a manufacturing company focused on

- ◆ Producing a value for money products.
- ◆ Sufficient profitability to be a sustainable business.
- ◆ Meeting customers quality requirements.
- ◆ Providing a happy work environment.

Review of literature:

Daniel G, (2005) The purpose of this study is to state that understand the effect of different leadership styles autocratic, democratic, and participative style- on employee performance categorized different leadership styles. Suggested that leadership styles could be explained on a scale ranging from autocratic through democratic to participative to show the degree of authority and decision making power of leaders and employees. He observed that autocratic style is characterized by an Autocratic leader tell their staff members what to do. he can give a business a clear direction

but it may also lead managers to under value or ignore input from teams. the democratic approach is characterized by a Decisions are made within teams, with each member having equal inputs.

Wen, Ho, Kelan, Othman, & Syed, (2019) exhibits that leadership styles the effect of influencing employees' job performances. It was observed the many organizations face challenges such as high staff turnover rate, lack of commitment and work-related stress among employees. This has resulted in low productivity and efficiency to align/ achieve the organizations' goals. In fact, it was reported that one of the highest percentages of productivity losses in all over the world.

Research Methodology:

Research methodology refers to the systematic process of planning, executing, and analyzing research to attain meaningful results. It involves selecting appropriate data collection methods, designing experiments or surveys, and applying statistical techniques for analysis.

Sample design:

Utilizing a random sampling approach, 50 respondents were selected from Sibafloor Natural Decorations Solutions. Questionnaires were then distributed to gather primary data from this sample group.

Construction tools:**Population:**

There are totally 200 employees working in the organization.

Sampling size:

Out of the total population for the study a sample size of 50 respondents were selected.

Sampling area:

The research was conducted at Sibafloor Natural Decorations Private Limited

Sampling procedure:

The research was made by the survey in accordance to the convenience of the employees.

The sampling technique used was convenience sampling.

Data collection:

To accomplish the objective of the study both primary data and secondary data were utilized. Primary data refers to the collection of first hand data. The information was collected from the respondent by A structured questionnaire, Observation, Interview and direct conversation with the measurement. Secondary data refers to a past from primary data collected the data was collected through Text books, Records of industry, Journals from library, Academic report, Website.

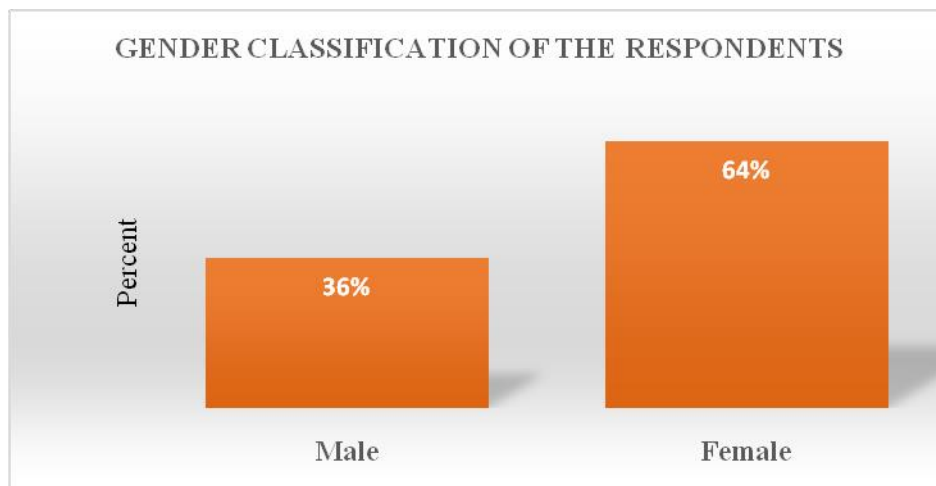
Tools for analysis:

After the data have been collected it has to be analyzed the data obtained from the questionnaire is consolidated. Tabulation is a part of technical procedure where in classified data are put in the form of tables two tables obtained should be analyzed with statistical technique and tools so that interpretation would be precise. After internship the results suitable suggestions are given the statistical tool used for analyzing the data collected are Sample percentage analysis, Bar diagram, Pie chart, Anova, t- test.

Methodology

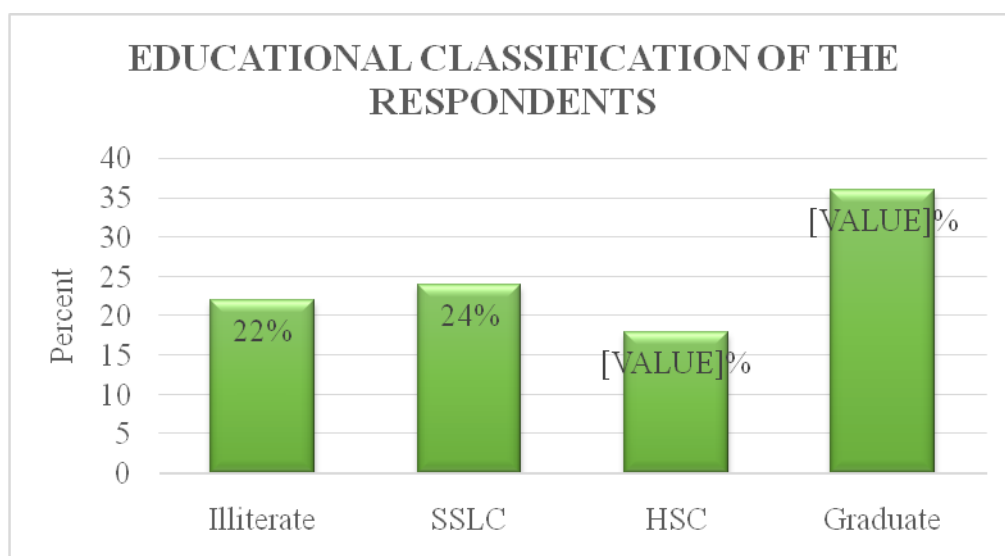
The collected data were analyzed by using the following statistical tools namely percentage analysis and graphical method like bar diagram, pie chart, etc.

Data analysis and interpretation:



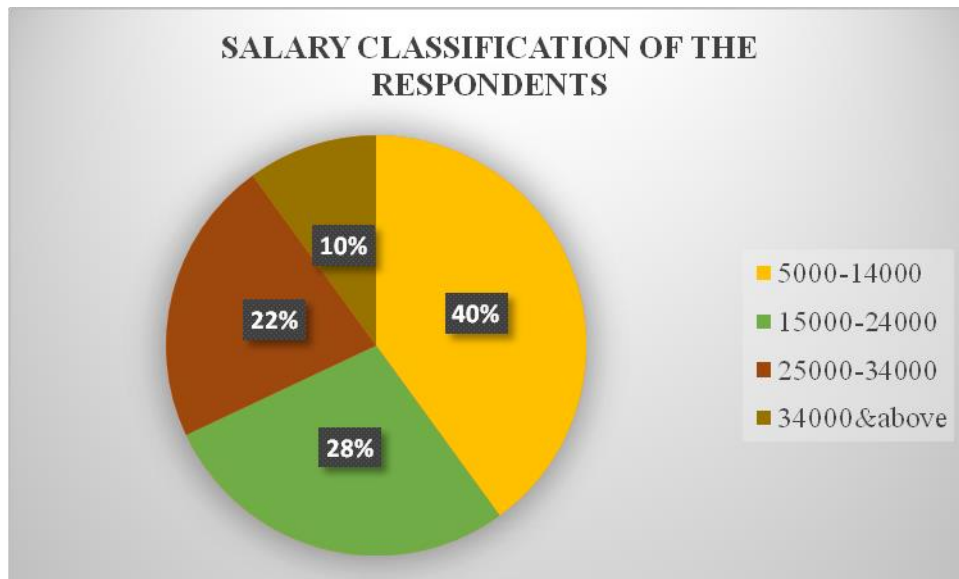
INFERENCE:

From the above chart, we can identify that 64% of employees taken as employees were female, 36% of the respondents taken as a sample were male.



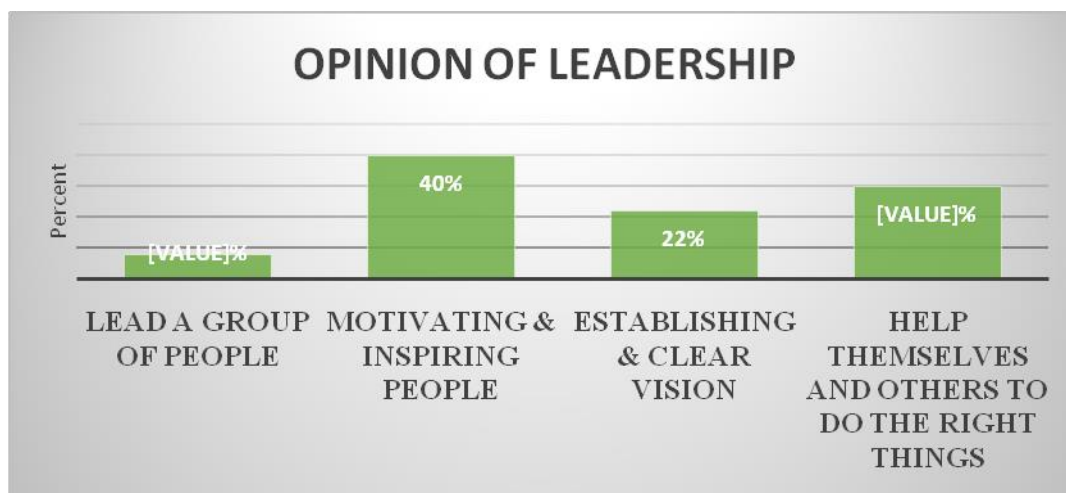
INFERENCE:

From the above table it is inferred that 36% of the respondents were graduate, 24% of the respondents have SSLC qualification, 22% of the respondents were illiterate and 18% of the have HSC qualification. Totally 100 percentage of the respondents have knowledge education



INFERENCE:

Based on above chart, it is inferred that 40% of the respondent's salary was between 5000-14000, 28% of the respondent's salary was between 15000-24000, 22% of the respondent's salary was above 25000-34000 and 10% of the respondent's salary 34000.

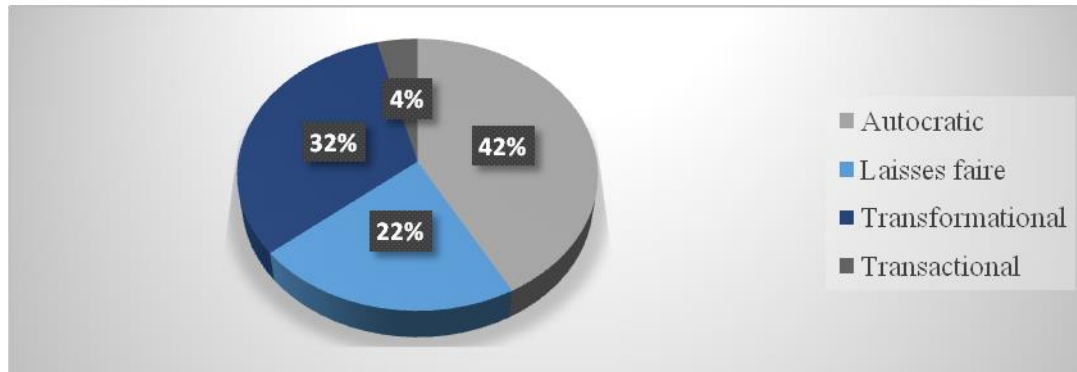


INFERENCE: Based on the chart, it can be inferred that 40% of the respondents felt motivated and inspired by people in the organization, while 8% stated that they lead a group of people, providing their opinion on leadership.



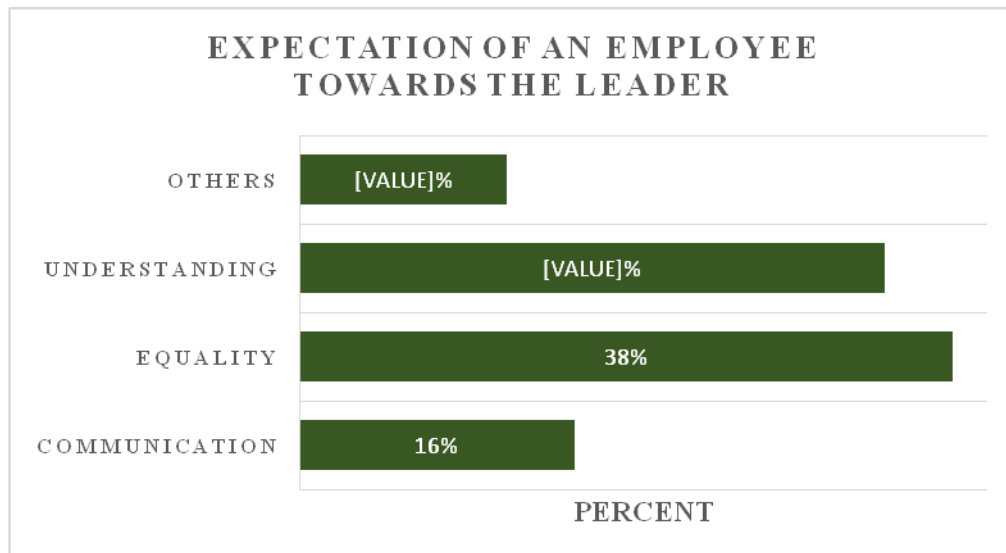
INFERENCE

From the above table it is inferred that 38% of the respondents possessed intelligence, 30% displayed empathy, 18% exhibited confidence and 14% demonstrated all of the above qualities for being a good leader.



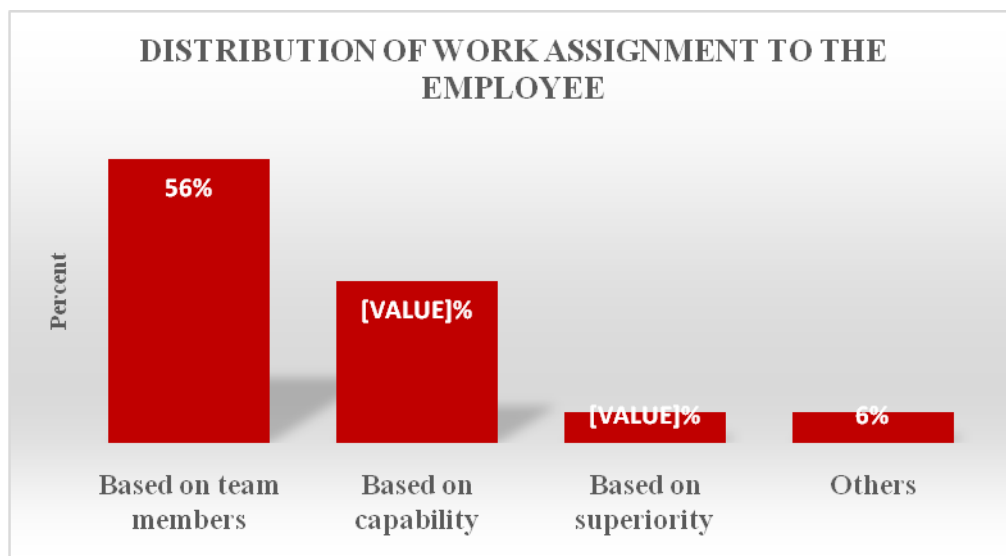
INFERENCE

From the above table it is inferred that 42% of the respondents chose the Autocratic leadership style, 32% perceived Transformational leadership as the most effective leadership style, 22% of the respondents preferred the Laisses faire and 4% attributed autocratic leadership as the reason for the most effective leadership style among employees

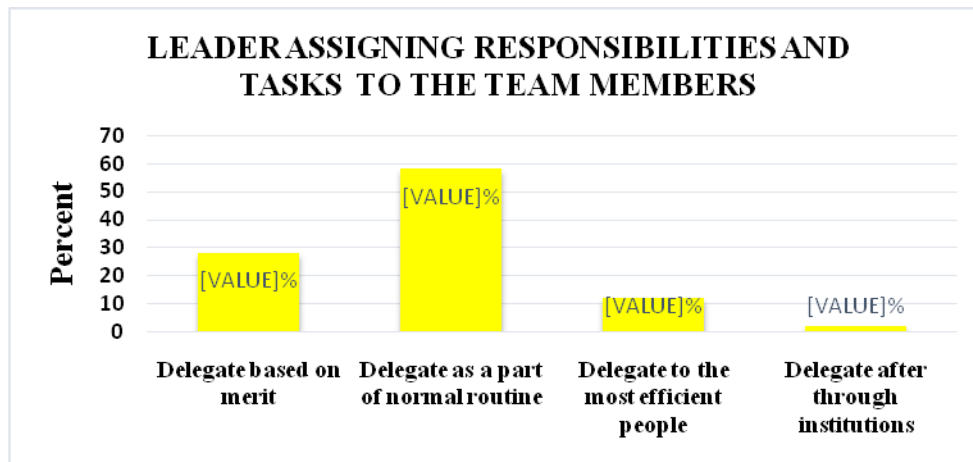


INFERENCE

From the above chart, it can be inferred that 38% of the respondents stated that there is understanding and equality of an employee towards the leader and 16% of the respondents expected communication from employee towards the leader.

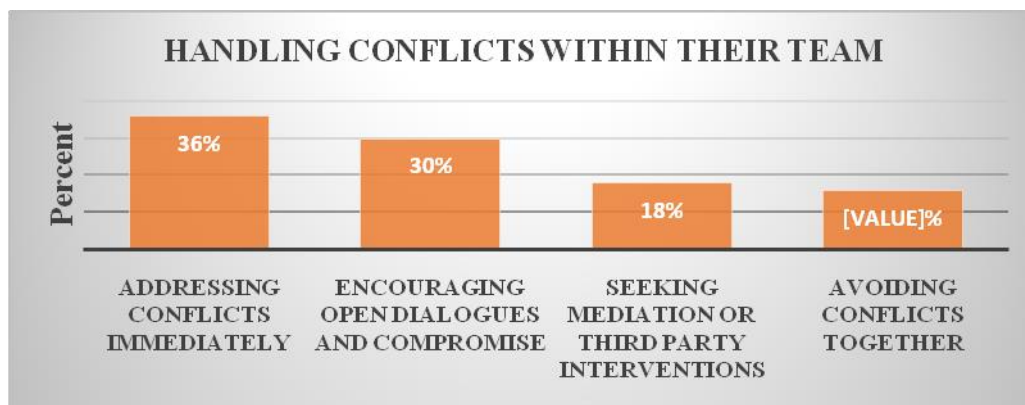


INFERENCE: From the above table is inferred that 56% of the respondents distributed work among team members, while 36% of the respondents allocated tasks based on capability and 6% assigned work based on superiority among employees



INFERENCE

Based on above chart it can be inferred that 58% of the respondents' delegate tasks as of their part of normal routine, and 28% of respondents delegate tasks to team members based on merit.



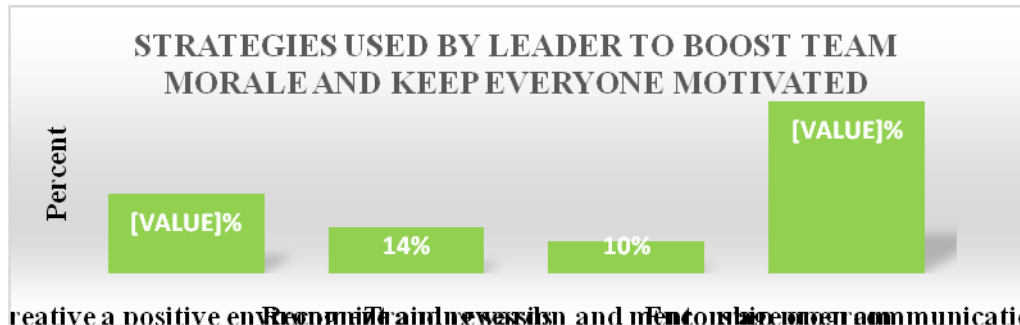
INFERENCE

From the above chart, it is inferred that 36% of the respondents address conflicts immediately, 30% of the respondents stated that they encourage open dialogues and compromise and 18% of the respondents avoid conflicts together within their team.



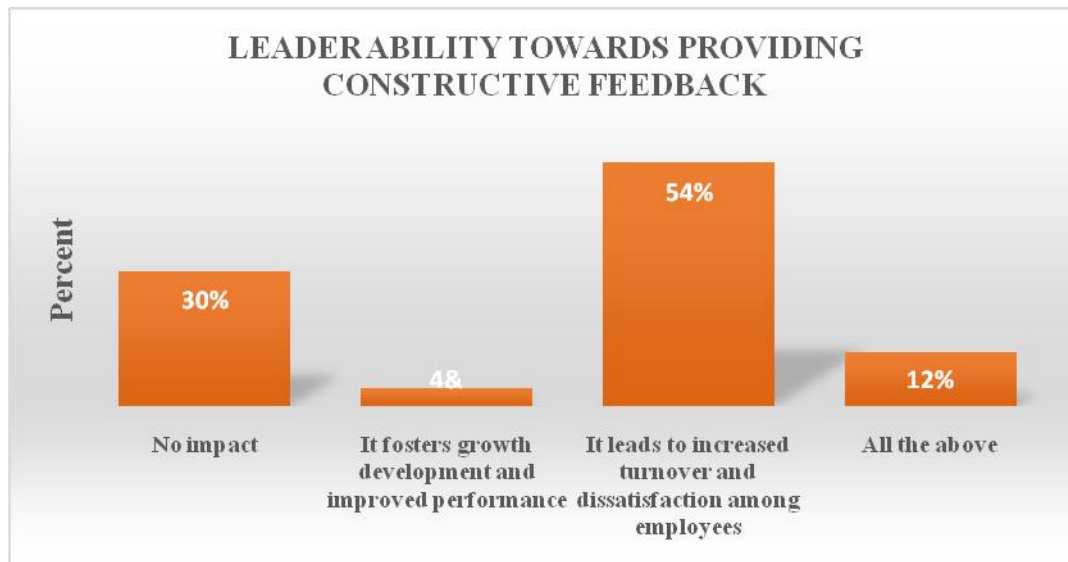
INFERENCE:

Based on the above chart, it is inferred that 30% of the respondents feel that highly motivation and increased job communication impact employee motivation, 20% of the respondents perceive no impact on employee motivation from the innovation of effective leadership.



INFERENCE:

Based on the chart, it is inferred that 52% of the respondents stated that encouraging open communication is important, 24% of the respondents feel that creating a positive environment and recognizing rewards to boost team morale are crucial for keeping everyone motivated.



INFERENCE

Based on the chart, it is inferred that 54% of the respondents stated that it leads to increased turnover and dissatisfaction among employees, 30% of the respondents reported no impact on leader ability to provide constructive feedback, 12% of the respondents indicated that it fosters growth development and improved performance in organizations



INFERENCE:

Based on the above chart, it is inferred that 56% of the respondents feel that creating a positive work culture is essential to motivate employees, 26% of the respondents believe

providing regular training and development opportunities and offer competitive compensation and benefits packages are key factors in motivating employee

ANOVA- GENDER CLASSIFICATION AND ALL AGREE STATEMENTS

Variance	Mean	SD	F value	P value
Lead take ownership of mistakes and avoid shifting blame to other	2.8889	0.92796	0.1632	0.195
	3.6667	1.15470		
	2.8182	1.25045		
	2.8889	1.02262		
	3.0600	1.11410		
Good relationship with other team employees	2.5556	1.42400	1.634	0.194
	3.2500	1.05529		
	3.1818	1.07872		
	3.5556	0.98352		
	3.2200	1.13011		
Effective leadership can improve and motivate employees to perform at their best	3.3333	0.70711	0.428	0.734
	3.4167	0.51493		
	3.7273	1.10371		
	3.6111	1.03690		
	3.5400	0.88548		
Leading to leader employee performance	2.6667	0.86603	2.705	0.056
	3.4167	0.79296		
	3.5455	0.82020		
	3.7222	1.07406		
	3.4200	0.97080		

INTERPRETATION: There is no significance difference between educational qualification and Lead take ownership of mistakes and avoid shifting blame to other(H0), Good relationship with other team employees(H1), Effective leadership can improve and motivate employees (H2), Leading to leader employee performance(H3).

Hence it is failed to reject the null hypothesis

Independent sample t-test

VARIABLES	GENDER	MEAN	SD	t value	P value
Supportive leadership fosters positive work culture that enhancing overall employee performance	Male	3.8333	0.85749	1.202	0.235
	Female	3.5000	0.98374		
They provide clear expectations and support which helps to perform at their best	Male	3.5000	0.78591	0.652	0.517
	Female	3.3438	0.82733		
They promote a positive work environment leading to higher job satisfaction	Male	3.8333	0.70711	0.764	0.449
	Female	3.6563	0.82733		
Leader provides constructive feedback coaching to help employees improved performance	Male	3.5000	0.98518	1237	0.222
	Female	3.1563	0.91966		

INTERPRETATION: There is no significance relationship between gender and Supportive leadership fosters positive work culture that enhancing overall employee(H0), They provide clear expectations and support which helps to perform at their best(H1),They promote a positive work environment leading to higher job satisfaction(H2), Leader provides constructive (H3), feedback coaching to help employees improved performance(H4).

Hence it is failed to reject the null hypothesis

Findings:

The study revealed the following findings.

- ❖ The study reveals that 40% of the respondents felt motivated and inspired by people in the organization.

- ❖ The study reveals that 42% of the respondents chose autocratic leadership as the most effective leadership style among employees.
- ❖ Majority 50% of the respondents felt that conflict resolution is important for fostering teamwork.
- ❖ Majority 56% of the respondents distributed work among team members in the organization.
- ❖ The study reveals that 58% of the respondent's delegate tasks to their team members as part of their normal routine based on merit.
- ❖ Majority 46% of the respondents identify to encouraging team members to influence the leader's attitude towards time management.
- ❖ The study reveals that 36% of the respondents stated that addressing conflicts immediately within the team is crucial.
- ❖ The study reveals that 56% respondents only take risks when supported by their team members.
- ❖ From the study it is found that 30% of the respondents feel that high motivation and increased job communication impact employee motivation.
- ❖ In this found that 52% of the respondents stated that encouraging open communication to boost team morale is crucial for keeping everyone motivated.
- ❖ Majority 54% of the respondents stated that it leads to increased turnover and satisfaction among employees fostering growth development and improved performance in the organization.
- ❖ The study reveals that 56% of the respondents feel that creating a positive work culture is essential to motivate employees in the organization.

Suggestions:

- Employees can be given more training as they feel that training enhances productivity and performance.
- Employees should be given the deserved recognition regularly as it acts as a motivating tool for them.
- Communication of information must be clear with the employees.
- The organization has to praise the work done by the employees which creates a involvement and dedication in the minds of the employees to perform even more better.

- Leadership can bridge the gap in career development by providing personalized growth plans and mentorship opportunities tailored to individual employee needs and aspirations.
- Organization can take some steps to relieve the employees from work related stress.

Conclusions:

Strong leadership is crucial for maximizing employee potential and achieving organizational objectives. Effective leadership significantly influences employee productivity, motivation, job satisfaction, and overall organizational success. Leaders who demonstrate clear communication, provide support and resources, foster a positive work environment, and set attainable goals tend to see improved performance from their team members. Additionally, cultivating a culture of trust, empowerment, and recognition can further enhance employee engagement and performance. Recognizing that different individuals respond differently to various leadership techniques, adaptive leadership that considers diverse personalities, work styles, and communication preferences can yield the most significant improvements in performance. Flexibility, empathy, and a willingness to adjust leadership strategies based on ongoing feedback and observations are essential for creating a supportive and empowering environment where employees can thrive and contribute their best work.

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