

**A STUDY ON LEADERSHIP STYLES IN HUMAN RESOURCES AT
VELAVEN HYPERMARKET PVT.LTD,THOOTHUKUDI.**

R.ROWENDA,* and C.S PURNIMA

Department of Human Resources Management, St.Mary's College (Autonomus), Thoothukudi

Affiliated to Manonmanian Sundranar University, Trinaveli, Tamilnadu, India

ABSTRACT:

Human Resource Management concerned with people as an element of management. This research delves into the examination of leadership styles within a specific organizational setting. Through a case study approach, it investigates the leadership practices employed within the chosen organization, analysing the predominant leadership style and its impact on organizational culture, employee engagement, and overall performance. Utilizing qualitative research methods, including interviews, observations, and document analysis, the study identifies key leadership behaviours, decision-making processes, and communication strategies. Furthermore, it explores the alignment between the leadership style and the organization's mission, vision, and goals. The findings of this research contribute to a deeper understanding of leadership dynamics within employees in VELAVAN HYPERMARKET PVT. LTD.

KEYWORDS: LEADERSHIP STYLES, PERSONALITY, MOTIVATION, ORGANIZATIONAL CULTURE

INTRODUCTION:

Leadership style is a fundamental aspect of effective leadership, influencing how leaders interact with their teams, make decisions, and navigate challenges. It encompasses a diverse range of behaviours, attitudes, and approaches that leaders employ to guide, motivate, and inspire others towards achieving shared objectives. As organizations evolve and face ever-increasingly crucial challenges, it is essential for leaders to adapt and thrive in various contexts. A leader's style is deeply rooted in their personality, values, experiences, and the organizational culture in which they operate.

FEATURES:

- Approaches to addressing conflicts and disagreements within the team
- Encouraging ownership and building trust among team members
- Providing feedback and coaching for the growth of team members
- Upholding ethical principles and integrity in leadership actions
- To make decisions independently or involves

STATEMENT OF THE PROBLEM:

One of the major consent in every HR department in industries is conflict among employees and employers. The major cause of this issue is the leader and their leadership style which they follow with their employees. This also impacts the organizational results. Therefore this study is been undergone to analyse the leadership styles following in the organization.

OBJECTIVES OF THE STUDY:

1. To inspire and motivate team members to achieve their full potential
2. To build and nurture a cohesive and high-performing team by fostering collaboration among team members
3. Helps to adapt different styles contingently
4. To develop rapport with team to achieve high performance

SCOPE OF THE STUDY:

1. To inspire and motivate their teams towards achieving common goals
2. To communicate effectively to convey vision, expectations, and feedback clearly to all stakeholders
3. To adapt to changing circumstances and challenges to maintain relevance and effectiveness

4. To prioritizing their needs, development, and wellbeing for the greater good
5. To uphold ethical standards and integrity, making decisions based on ethical principles

REVIEW OF LITERATURE:

Ed Michaels, Helen Handfield-Jones, and Beth Axelrod (2001):

This book highlights the importance of identifying, attracting, and retaining top talent in organizations to gain a competitive advantage in the marketplace. "Talent is overrated What Really Separates World-Class Performers from Everybody Else"

Geoff Colvin (2008):

Colvin challenges the notion that talent is innate and argues that deliberate practice and focused effort are the keys to exceptional performance in any field. "The Talent Masters: Why Smart Leaders Put People before Numbers"

CONSTRUCTION OF TOOLS:

The researcher had a discussion with the group of students. Based on the discussion the researcher constructed a questionnaire. Then it was circulated to respondents, 50 samples were distributed among respondents

Sample design:

By adopting random sampling method, a sample of 50 respondents was selected from we believe logistics. And the questionnaire was distributed to get the primary data from them.

FINDINGS:

· The study reveals that 32% of the respondents sometimes provide adequate support and resources for task · From the study it is found that 64% of the respondents encourage open and honest communication

· Almost found that 84% of the respondents listen to and consider your feedback and suggestions

· 44% of the respondents occasionally seek feedback · The study reveals that 48% of the respondents are always involved in decision-making process

- The analysis reveals that 46% of the respondents are overall satisfied with their supervisor's leadership style
- The analysis reveals that 32% of the respondents always gets guidance and instructions of task
- From the study it is found that 32% of the respondents receive direct leadership style · It is found that 42% of the respondents decision-making skills of leadership could supervisor improve upon.
- 34% of the respondents are open to suggestions to handle leadership feedback
- The study reveals that 34% of the respondents allows self-resolutions to handle conflicts among team management
- From the study it is found that 32% of the respondents assumes responsibilities to encourage accountability
- It is found that 38% of the respondents encourage growth to promote continuous learning
- It is found that 40% of the respondents are consistent in their supervisor's decision making
- From the study it is found that 36% of the respondents organisation culture factors influences leadership style
- The study reveals that 36% of the respondents use direct and assertive ways to communicate with team

TABLE 4.1.1**TABLE SHOWING COMMUNICATION LEVEL**

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	32	64%
2	No	18	36%
	Total	50	100%

Source: Primary data

INFERENCE:

From the above table it is inferred that 64% of the respondents encourage honest communication and 36% of the respondents are not encouraged by honest communication.

TABLE 4.1.3

TABLE SHOWING THE SUPERVISOR SEEKING FEEDBACK

ANOVA							
			Sum of Squares	df	M ean Square		Si g.
Between Groups	(Combined)		1.020	3	0. 340	.541	0. 657
	Linear Term Unweighted		0.881	1	0. 881	.403	0. 242
		eight ed	0.124	1	0. 124	.197	0. 659
		eviat ion	0.896	2	0. 448	.713	0. 495
Within Groups			28.900	46	0. 628		
Total			29.920	49			

INTERPRETATION:

HYPOTHESIZED ASSOCIATION BETWEEN THE AGE AND THE LEVEL OF GUIDANCE

HO: There is no significant association between the age and level of guidance. H1: There is significant association between the age and level of guidance

The above table 4.1.3 shows that the significance

TABLE 4.1.4

TABLE SHOWING THE LEVEL OF GUIDANCE FOR TASK

Chi- square test			
	alue	f	Asymptotic Significance (2-sided)
Pearson Chi-Square	.924 ^a		.841
Likelihood Ratio	.512		.788
Linear-by-linear Association	.586		.208
N of valid Cases	0		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .30.

INTERPRETATION:

HYPOTHESIZED ASSOCIATION BETWEEN THE AGE AND THE LEVEL OF GUIDANCE

HO: There is no significant association between the age and level of guidance.

H1: There is significant association between the age and level of guidance

The above table 4.1.4 shows that the significance

SUGGESTIONS

- Transformational leadership focuses on inspiring and motivating team members
- Encourages innovation and creativity within the team.
- Creates a positive work environment that fosters growth and development.
- Provides mentorship and support to team members.
- Emphasizes achieving extraordinary results through collaboration and empowerment.
- Transformational leadership revolves around inspiring and motivating team members
- Leaders prioritize the well-being of their team members, promoting open communication, trust, and respect.
- Transformational leaders provide mentorship and support to their team members.
- Leader stake a genuine interest in the personal and professional development of each individual, offering guidance, feedback, and opportunities for skill enhancement.
- By investing in the growth of their team members, leaders empower them to realize their potential and excel in their roles.
- Transformational leadership emphasizes achieving extraordinary results through collaboration and empowerment.

- Leaders inspire their team members to go above and beyond expectations, leveraging their strengths and talents to overcome challenges and drive success.

CONCLUSION:

The journey through exploring various leadership styles reveals a nuanced understanding of leadership dynamics. Effective leadership transcends rigid categorizations, recognizing that different situations demand different approaches. It's not a matter of adhering strictly to one style but rather of possessing the agility to adapt to changing circumstances and the needs of one's team. Each leadership style offers unique strengths and weaknesses. The authoritative approach, for instance, provides clarity and direction in times of uncertainty but may stifle creativity and autonomy. On the other hand, the democratic style fosters participation and collaboration, yet it can slow down decision-making processes. Servant leadership emphasizes empathy and service to others, promoting a supportive environment, while transformational leadership inspires vision and drives organizational change. Successful leaders understand the importance of context and employ a repertoire of leadership styles as needed.

BOOK REFERENCE:

➤ Ozgur MK, 2020, A Handbook of leadership styles, by, Cambridge Scholars Publishing, ISBN (10): 1-5275-4598-9 ISBN (13): 978-1-5275-4598-4

➤ Maeda J, 2019 April, Creative leadership, Product Leadership, www.mindtheproduct.com

➤ Verma Neelam, 1986, Leadership styles in Interpersonal Perspective, BR Publishing Corporation, ISBN: 9788170182931, 9788170182931

➤ Leadership styles in urban societies, by Sevgi O Aral

➤ Pidikit CV, 2019, Effective leadership styles for managers, ISBN-10: 1090564287



WEBSITES:

- www.routledge.com
- www.academic.edu
- www.researchgate.net
- www.indeed.com
- www.yourarticlelibrary.com