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Research proposal

Transformational Leadership Style



“To analyse the influence of transformational leadership styles on Organisational Performance and Employee Productivity within the UK retail industry. A study on ALDI.”

(Shikder Sujan, 2115669)

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Introduction

Transformational leadership is approach which causes change in individuals and social systems by creating positive change in the followers with the end goal of developing followers into leaders. The effective transformational leaders pay attention to employee needs in order to motivate them for performing better which leads to increase their satisfaction. In retail sector transformational leader's influences company culture and emphasis on values then productivity and innovation within the organisation improves. It has major impact on improvement of organisational culture and success as transformational leaders affects change in cultural characteristics which creates a long-term positive approach (Chandra, Ghosh, and Sinha, 2023). It is also stated that transformational leaders in retail sector improves employee productivity by making the feel secure, trusted and loyal as they become motivated to do their best beyond their expectations. It directly exerts its influence by helping employees as to think more positively about themselves and their tasks top enhance the quality of their relationship and by creating positive & supportive environment which helps in enhancing organisational performance and employee productivity. The selected organisation is ALDI which is German multinational family owned discount supermarket chain that operate its business over 12,000 stores in 18 countries. The company was founded in 1946 and its headquarter is located in Essen, Germany.

Aim & Objectives

Aim

To analyse the influence of transformational leadership styles on organisational performance and employee productivity within the UK retail industry. A study on ALDI.

Objectives

- To study the concept of transformational leadership in retail business.
- To examine impact of transformational leadership style on organisational Performance and employee productivity in Aldi
- To evaluate challenges faced by Aldi while implementing transformational leadership style within business.

Research rationale

The present research helps in gaining knowledge about the influence of transformational leadership styles on organisation performance by understanding its concept, impact and challenges faced. The study supports researcher in developing various skills such as communication, problem solving & more. With this the study provides value to organisation by recommending effective transformational leadership strategies to enhance business performance. The transformational leadership benefits company in creating positive & supportive environment and influences company culture to increase employee productivity.

Theoretical Context

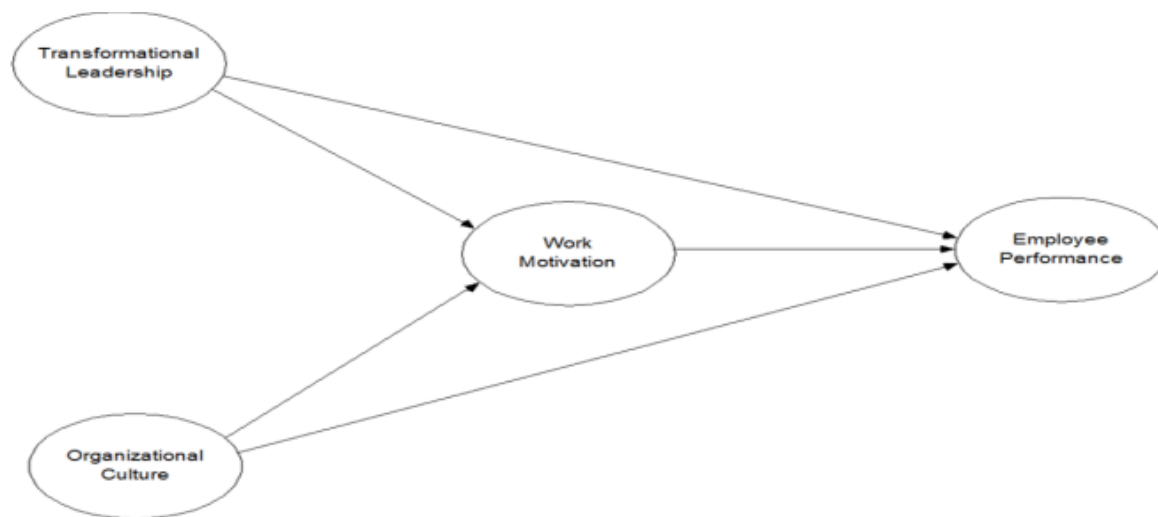


Figure 1: Influence of transformational leadership on organisation performance and employee performance

From the above conceptual framework, it is stated that effective transformational leaders and positive work culture leads to work motivation for employees which helps in improving their performance (Weller and et.al., 2020). Transformational leaders are those who stimulate and inspire followers to attain extraordinary results by giving attention to the needs of subordinates and aligning their goals. It results in higher level of follower satisfaction and commitment which influences organisational performance.

Concept of transformational leadership in retail business.

As per the author Bagga, Gera and Haque (2023), the transformation leadership styles refer to a system or style of leadership that will make a change in the society and in the individual. The transformation leadership will foster a positive change in the team by making them contribute towards the same organisational goal. Just like every sector, in retail sector also transformational leadership plays a critical role in motivating and enhancing the morale of the employees so that they can work hard in order to attain and accomplish the goals and objectives of the company. Transformational leadership is very important in order to align the goals of each and every employee with the goal of the company so that all the workforce offers high level productivity by making the goal of the company as their collective goal (Alanazi and et.al, 2023). Hence according to the author transformational leadership is very much significant in retail sector to grow in terms of success and profitability.

Impact of transformational leadership style on organisational Performance and employee productivity in Aldi

In the perspective of the author Febrian and et. al. (2023), the leadership style has a very vital impact on the organisational performance of Aldi. The leadership style helped the organisation in leading and guiding the subordinates by the help of leaders which is helping the employees to understand their job roles and responsibilities clearly (Reid, 2023). The leaders with the help of transformational leadership help the company to accomplish the goals and objectives of the company. The level of commitment of the subordinates has been also increased by the help of transformational leadership. Aldi's work culture is also improved by the transformational leadership as it helps in increasing the level of productivity in the organisation. The leaders have change the thoughts and minds of the workforce by making them influence towards the organisation goals.

Hence as per the opinion of the author Haoyan and et. al. (2023), the company has used transformational strategy as their way to increase the efficiency of the workforce by making them loyal towards the achievement of the goals of the business.

Challenges faced by Aldi while implementing transformational leadership style within business

As per the thoughts of the author Wamalwa (2023), there are many challenges which were faced by the company Aldi while the implementation of the transformational leadership style. The main obstacle which came in front of leaders is to maintain a clear vision which can be explained to the employees so that they can also understand the clear mission and work accordingly (Al-Thawabiya and et.al, 2023). It becomes very challenging for the leaders to identify the clear vision which has led in downfall of the efficiency of the workforce. Another challenge in which the leaders of Aldi has faced a lot of problem is to keep the balance between the goals of the individual employees and the overall goal of the organisation. The personal goals of the employees are different from the goals of the organisation so it is also one of the major goals which is faced by the organisation in achieving the success with the help of transformational leadership.

Summary of Research

In the present investigation, researcher will conduct study on quantitative methodology that helps in gathering and analysing numerical information based on facts and figures to gain statistical significance. It can be used to find patterns and averages, make predictions, test causal relationships, and generalise results to wider populations. In the study researcher will use positivism philosophy which offers objective data to collect numeric information as it comes with research question and hypothesis are evaluated (Pandey and Pandey, 2021). Whereas deductive approach is used that allows to develop hypothesis and then formulate for testing the validity of assumptions on pre-existing theory. It provides the statistical testing of expected results to an accepted level of probability. The research strategy used by researcher is survey which supports in collecting data direct from the respondents of large population as to gather large amount of information. It is considered as one of the finest and economical research strategy that helps in collecting rich and reliable data. It is based on quantitative which involves sampling as representative proportion of population. In survey strategy the question is being asked related to topic such as:

- Are you aware with concept of transformational leadership style ?
- How do you think transformational leadership styles affect business?
- What challenges company may face while implementing transformational leadership style within business?
- Why do you think transformational leadership style is important for organisational growth/development?
- How do you think transformational leadership style improve the productivity of employees ?
- Why do you think transformational leadership style best approach for retail industry ?

In data collection, primary method is used which provides first-hand information on topic as researcher gathers responses directly from participants through questionnaire which comprises of close ended questions and used for gathering quantitative data (Nayak and Singh, 2021). It is specifically designed for understanding and solving the research problem. Furthermore, in data analysis frequency distribution will be used by researcher as it helps in interpreting results of gathered information to gain accurate and reliable information through charts and tables. Frequency distribution is the pattern of frequencies of variable to show graphical representation of number of individuals in each category on the scale of measurement. The researcher is also required to follow several ethical principles such as confidentiality, anonymity, data protection, potential for harm and more as to maintain scientific integrity and dignity of research (Gupta and Gupta, 2022).

Summary of Sampling Framework

In the research, sampling is refereed as process of studying the population by gathering information and analysing the data. It is criteria where researcher use to choose individual for survey. It is of two types probability and non-probability sampling. The probability sampling involves some form of random selection which provides chance of selecting sample from whole population. Whereas non-probability sampling is technique where researcher selects the sample based on subjective judgment instead of random selection (Berndt, 2020). This method not all members of population have a chance to participate in the study. The researcher in the study will use probability sampling as it allows researcher to make strong statistical inferences about the

whole group by involving random selection. It is based on quantitative research which is considered more valid choice as its results are conclusive (Stratton, 2021). This method aims to prove hypothesis of study. The researcher in the investigation will select participants through random probability sampling method and selected sample size is 30 leaders of Aldi within the UK. The selected participants are leaders as they have power to influence and motivate employees.

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Appendix

Gantt chart

	 Task Mode	Task Name	Duration	Start	Finish	Predecessors
1		Introduction	15 days	Wed 2/7/24	Tue 2/27/24	
2		Aims & objectives	15 days	Wed 2/28/24	Tue 3/19/24	1
3		Literature review	10 days	Wed 3/20/24	Tue 4/2/24	2
4		Research methodology	10 days	Wed 4/3/24	Tue 4/16/24	3
5		Data collection	25 days	Wed 4/17/24	Tue 5/21/24	4
6		Data analysis	25 days	Wed 5/22/24	Tue 6/25/24	5
7		Conclusion and recommendation	9 days	Wed 6/26/24	Mon 7/8/24	6
8		Reflection	6 days	Tue 7/9/24	Tue 7/16/24	7
9		Submission of final report	4 days	Wed 7/17/24	Mon 7/22/24	8

Jan 7, '24	Feb 4, '24	Mar 3, '24	Mar 31, '24	Apr 28, '24	May 26, '24	Jun 23, '24	Jul 21, '24	Aug 18, '24
W	S	T	M	F	T	S	W	S

