

**THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON
WORK MOTIVATION OF TEAM MEMBERS WITH THE
SPECIAL REFERENCE TO NORWOOD FASHIONS (PVT) LTD
IN NUWARA-ELIYA DISTRICT**



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Abstract



Employee motivation is one of the major determinants of employee performance in all organizations. Leadership approach is a key driving force that improves motivation. The research is based "Leadership approaches and their impact on work motivation of team members" conducting in Norwood Fashions (PVT) Ltd in Nuwara-Eliya District. The quantitative method was applied for survey approach. For conducting this research, a research question was to be used and got the result through univariate and bivariate analysis. 200 questionnaires were distributed by using stratified random sampling amongst team members. At the end of the research, researcher found that transformational leadership has strong positive and significant impact on motivation. All dimensions of transformational leadership have high level of influence in determining motivational and hygiene factors of team members.

Correlation between transformational leadership and motivational factors (0.706) is higher than the correlation between transformational leadership and hygiene factors (0.247). Individually, transformational leadership contributed 49.6% to variance in motivational factors and 31.6% to variance in hygiene factors. The results of survey shows that adequate incorporation of transformational elements, such as idealized influence, inspirational motivation, intellectual stimulation and other ingredients such as creativity, team orientation, appreciation of others, coaching and recognition, has strong impacts on team members' motivation. Transformational leadership is useful to motivate employees' work in the organization especially in Apparel manufacturing plants.

Key words: - Transformational leadership, motivational factors, hygiene factors

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