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EFFECT OF TRANSFORMATION LEADERSHIP ON INNOVATIVE WORK BEHAVIOR - A CASE STUDY OF THAI SERVICE PROVIDER

Abstract:

Competing in an innovation-driven economy, firms are striving for innovation success in order to stay in a competitive edge. Employee innovative work behavior (IWB) is considered as a source and strategic factor driving organization to become more innovative and, hence to better perform. A number of literatures confirm the effect of leadership on employee performance. Likewise, it is assumed in this study that employee innovative work behavior should also be effected from the leadership of their team leaders. A transformational leader transforms how employees work and innovate. This transformation motivates employees to strive for the collective goals of becoming innovative organization. This study explore the effect of transformational leadership on employee's work behavior and was carried out on a purposively selected sample of 260 IT employees working in a service provider company in Thailand. While employee's work behavior was measured using 11-items measure based on the framework developed by De Jong and Den Hartog (2010), transformational leadership was measured in four dimensions; (1) idealized influence, (2) inspirational motivation, (3) intellectual stimulation behavior, and (4) individualized consideration, according to the framework proposed by Bass and Avolio (1990). Factor analysis and multiple regression analysis were carried out. The result suggests that transformational leadership has positive effect on innovative work behavior and could explain employee work behavior up to 26.7%.

Keywords:

Innovative Work Behavior, Transformational Leadership, Service Provider

JEL Classification: M15, O33