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ROLE OF TRANSFORMATIONAL LEADERSHIP AND TRANSACTIONAL LEADERSHIP ON ORGANIZATION INNOVATION

Abstract:

This study investigates the mediating effect of entrepreneurial orientation on the relationship between transformational leadership, transactional leadership, and organizational innovation. The data were collected by using a questionnaire from 135 software industry in Thailand. We use structural equations modeling (SEM) to explore the mediating effect of entrepreneurial orientation on a positive relationship between transformational leadership, organizational innovation directly and indirectly through the construct. The mediating effect of entrepreneurial orientation on a positive relationship between transactional leadership, organizational innovation directly and indirectly through the construct.

Keywords:

Transformational Leadership, Transactional Leadership, Entrepreneurial Orientation, Organizational Innovation

JEL Classification: L14, M10, O32