

Final Proposal



MIDOCEAN UNIVERSITY

Master of Entrepreneurship

RESEACH_PROJECT ENT_636

-The impact of leadership style on employees Creativity at (Yasref) Company in Yanbu City.

- تأثير أنماط القيادة على ابتكار الموظفين في شركة (ياسرف) في مدينة ينبع

NAME: Razan Sahal Eitani

253002189

SUPERVISOR: Ahmed Rageh

July 2026

Introduction: Leadership in the organization is considered as significantly critical towards achievement of goals and future sustainability. Organizations that are regarded as high performers have effective leadership portfolios that are often passed from one generation to the next (Bryman, 2013). There are many types of leadership, and the type of leadership that will apply through leadership will determine the level of success also, will determine the influence therein on personnel that inside the organization. Because of that, the goal from leadership is to influence and motivate towards better performance and maximization of available resources towards achieving organizational goals, also it is found that employee creativity is influenced by leader skills and behavior.

The employee is the basis of the organization where he can make or demolish it, so the skills of leadership are significantly required by a manager to create an effective environment and performance.

The leadership style that you use actually influences creativity, because it impacts employee morale. If you have clear goals for your organization that make your employees know what is expected from them. Some leaders set goals without input from employees. Another thing that affects employees' morale is communication. Also, structure, the way that is used to structure tasks impacts creativity. Because employees react to structure differently, depending on the situation.

A successful leader is to make workers feel comfortable doing the job because the behavior of the leader creates happy or unhappy situations among employees.

Background of study:

Leadership is the core on which the success of any organizations stands. Leadership skills such as conceptual skills, interpersonal skills, emotional intelligence and social intelligence have an impact on increasing the creativity and productivity of employees (Lewis & Gilman, 2013).

Leadership is considered an important element in the social relationship of groups at work. It is the main factor that determines and shapes group morale. When leadership style is correctly applied, each employee enjoys a feeling of strong commitment towards achieving organizational goals.

Employee creativity is one of the most important elements of the organization. The purpose of any company is to be successful, and many studies already established that employee creativity can make a successful company. There are some factors that impact employees' creativity. Such as, a great manager and effective plans and strategies, clear and prioritized goals to focus on the work.

The five of the most basic leadership styles are: Transformational, Transactional, Bureaucratic, Laissez-faire and Democratic. This research will briefly define each style and describe the situations in which each one might be used. Leadership Styles are the behavioral manner that a leader adopts to influence the behavior of his followers, the way that a leader gives direction to the employees, and encourages them to accomplish given goals.

Statement of Problem: Most organization style of leadership opposes the growth and development of the employees, and there are some leaders who do not focus on organizing, supporting, and developing the people in the leader's team. A person who has a poor attitude requires a different approach than one with a high degree of motivation to be influential.

The fundamental starting point is considered as a good understanding of human nature: needs, emotions, and motivation. There are some organizations that do not understand the application trait approach for tests and interviews in the selecting managers.

Leadership style in organizations is all strategies adopted by those who influence the decision to guarantee continuous maximum productivity in terms of decision making within an organizational context, and lack of the strategic interventions of specific leadership styles to specific situations is the problem at hand.

Therefore the problem of this study was to establish the impact of leadership styles that are exhibited at the employee creativity in rendering their services.

Importance of the study: in work environments leading employees towards the right path to achieve them. This study has been selected for the core belief of the huge impact of leadership style on employees' productivity. It is required because some organizations face some problems in their employees' creativity and they didn't know also the leadership style can affect their employees' attitude and thus affect their creativity. Through this study, awareness will be spread among organizations of the importance of leadership styles within organizations to achieve success.

It is important to study leadership style to improve your relationships, negotiation, conflict management, listening, understanding. so for Leadership style helps you understand yourself, your motivations, your emotions, so on, which makes you more calm, thoughtful, and effective. As employees can connect with your leader

more deeply. Leadership will lead you to pay attention to others to understand them. So, a leader can meet employees and explain their duties very well.

Research questions:

- 1- Does the leadership style have an effect on employee creativity towards achieving organizational goals?
- 2- Does the leadership style will influence teamwork at the organizations?
- 3- Which factors of leadership style improve employee creativity?
- 4- Which leadership style has more impact on employee creativity?

Scope of the Study: The study focuses on a comparative study on the impact of leadership style on employee creativity at Yasref company. It will study how the five styles will affect employee morale towards achieving organizational goals, teamwork, and the factors that improve employee creativity, and which style has more impact on employee creativity.

Profile of company (Yasref):

Yanbu Aramco Sinopec Refining Company (YASREF) Ltd. it is a joint venture between two companies which is, Saudi Aramco and China Petrochemical Corporation (Sinopec), Yasref is a world-class, full-conversion refinery that covers about 5.2 million square meters in the Yanbu Industrial City, and it is consider the key anchor project in Yanbu.



Conclusion: Finally, the importance of leadership in the organization can't be overemphasized. It directs into achieving goals of the organization. It's an important part in the social relationship of a group at work. There are some different types of leadership styles that can increase the employees' creativity.

Leadership style vary based on surroundings and circumstances. Leadership style you use should influence employees' creativity, because it impacts on employee morale. This leads to low morale and absenteeism, which leads to lower creativity, increased waste, more errors and lower customer satisfaction.

References:

- 1- [Leadership and Organizations \(RLE: Organizations\) | Alan Bryman | Tayl](#)
- 2- [The five of the most basic leadership styles are: Transformational, Transactional, Bureaucratic, Laissez-faire and Democratic - Google Search](#)
- 3- [Lewis & Gilman, 2013 leadership - Google Scholar](#)
- 4- [bureaucratic leadership style definition - Google Search](#)
- 5- [Yanbu Aramco Sinopec Refining Company \(YASREF\) Careers & Jobs 2026 - Yasref](#)