

Everyone's Smart University

Project (Spring 2021)

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PROJECT LEADERSHIP

Instructions:

- ☐ اخر موعد للتسليم هو يوم الخميس 20-05-2021 في تمام الساعة ٩ مساءً.
- ☐ الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- ☐ يتم تسليم المشروع في صيغة ملف pdf مع الالتزام بنموذج الجامعة ولن تقبل أي مستندات أخرى.
- ☐ يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References. وان كان هناك ملحقات Appendices يتم إضافتها)
- ☐ يجب الالتزام بـ Theme موحد كما يلي:
 - حجم الخط 12.
 - نوع الخط Arial.
 - لون الخط أسود.
 - المسافة بين الأسطر 1.5 line spacing.
 - عدد صفحات البحث (لا تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Instructor's Name: **Dr. Sara Adel**

IMPACT OF LEADERSHIP ON “XYZ” ED TECH FIRM

XYZ an ed tech firm commenced its journey in 2019 and just after settling in the market, the covid 19 pandemic struck which shattered every sector including ed tech platforms. All the educational institutions (school, colleges and coaching institutes) and working spaces (offices and corporate) were completely shut for months. Due to these restrictions the top management of XYZ organization faced consistent problems from every department as it was at its nascent stage. The problems consisted of improper communication, Confused targets and responsibilities, unrealistic deadlines besides consistent conflicts arising between departments. These hindrances led the sales and revenue to decline hastily on top of it made employees feel demotivated which resulted in high absenteeism.

1. INTRODUCTION :-

Fully utilizing technology to transform learning requires strong leadership that can create a shared vision for all members of the community who feel part of it. Leaders who believe they can pass on the idea of how technology can support their learning goals to a senior information officer or a senior technology manager by not fully understanding how technology can impact learning. Technology alone does not change learning; instead, technology helps to empower transformational learning. The idea begins with a discussion of how society wants to transform learning and why. Once these objectives are clear, technology can be used to open up new opportunities to achieve an unattainable vision. Moving on to technology-enabled learning can mean the transformation of certain skills and abilities required of leaders. Education leaders need personal knowledge about learning technologies, understanding how to make the best use of these resources, and the general public's view of how technology can improve learning.

Leaders not only look after the work but also solve the gaps in the management or department. Due to the pandemic many confusions and miscommunication has been seen in the company regarding many aspects such as Targets, Campaigns and so on. To solve these queries many steps were taken. Some of them are -

- Introduced new softwares through which employees can interact with the managers or colleagues on a real time basis.
- Slack was introduced for better business communication for all departments. Transparency was maintained as all the chats or messages are visible to the Upper Management.
- Slack was introduced for better business communication for all departments. Transparency was maintained as all the chats or messages are visible to the Upper Management.
- Leadsquared was included in the company because the sales team is going to work from home due to covid scenario. . **LeadSquared** is a marketing automation and sales execution platform that helps businesses increase their closures, manage their pipelines, and attribute their ROI accurately and completely - to people, marketing activities, lead sources, products, and locations.
- Weekly 1:1 with managers and monthly team interaction with Associate Director or VP via Video call.
- Incentives & Offers
 - An incentive is something that motivates or drives one to do something or behave in a certain way. Attractive incentives will drive up sales in a very good way.
 - Offers such as weekly targets gifts for the sales team as well as to the marketing team for campaigns and sales.

2. Literature Review and Conceptual framework :-

2.1 Leadership

The study of leadership can be traced back to the ancient Egyptians, the Greek philosophers such as Plato, Socrates, and Aristotle. To the Arabian civilization, it was Ibn Khaldun in 1377. However, the understanding and importance of leadership studies emerged in the early part of the twentieth century but a social-scientific approach to study didn't emerge until 1930's (House & Aditya, 1997 & Ozer et al, 2014). The effectiveness of leadership began at few of the centers in Iowa 1930, Michigan and Ohio states during 1940's and 1950's. (Avolio, Bruce J., Reichard, Rebecca J., Hannah, Sean T., Walumbwa, Fred O., & Chan, Adrian. 2009). The first research studies concentrating on the leader were by Tannenbaum & Massarik in 1957 (Almohaimeed, Saleh, 2014).

2.2 Leadership Theories

Various leadership ideas such as Great Man theory, Trait theory, Behavioral theory, Participative leadership theory, state leadership theory, Contingency theory, Transactional theory, Transformational theory etc. studied and evaluated over the years and now organizations are looking for effective, strategic and aesthetic leadership. The Great-Man Theory looks at the effort made to examine the common aspects of leadership that have been preserved for centuries as many societies need a leader or heroes to explain their successes and clarify their failures. Carlyle (1874) & Khan, et al (2016) proposed the "Great-Man Theory" that leaders are born and men given heroic power can become leaders. The integrity of the adult theory was challenged by subsequent events in which leadership the character has flaws regarding Napoleon, , and so on, as these great men are insignificant and consequently growing Organizations are prohibited (MacGregor, 2003). Early leadership investigators believed in the characteristics of a leader and in thought talks about how leaders differ from their followers because of their physical characteristics, self-confidence, personality the qualities and characteristics of society. Theory theory ignored the fact that the characteristics of leadership are genetic

or do they exist? Jenkins traits identified as emerging traits (depending on heredity- such as height, intelligence, attractiveness, and

self-confidence) and efficiency (based on experience or learning), as an important part of leadership (Ekvall & Arvonen, 1991 and Khan, et, al 2016). Kamisan and King, (2013); Malik et, al., (2016) People born with certain qualities such as confidence, intelligence, vision, determination have a tendency to be a leader but there significant differences that distinguish between leaders and followers during the study. Custom doctrine has failed since then it was difficult to find common characteristics of all successful leaders and in the 1940s, a researcher identified the importance of certain aspects that grow from time to time while studying the practices of leaders from armed forces and civil society (Khan, et, al 2016). It has therefore failed to produce consensus on the findings and is sometimes reduced to unreasonable assumptions. A moral perspective based on a pattern of behavior clearly distinguishes between leaders and followers. Including Michigan, Ohio and Managerial Grid. The Michigan Research Center has made a significant contribution to leadership ethics (job-focused once and for all staff-focused). A career-oriented leader w

ho pays attention to the activities of his followers is focusing more on performance and ensuring that they follow procedures and practices, while being an active leader

3. **METHODOLOGY:-**

A qualitative research approach was the method adopted in this case study which refers to the type of research method that focuses on obtaining data through open-ended and conversational communication. The employees were asked to jot down all the problems faced during the work time in order to know the real source of hindrances arising in the organization along with the solution of the respective problem. These lists of problems were then analysed and observed in detail for future dealings. The following qualitative methods were introduced.

3.1 Observation - Introduction of meeting softwares helped top management to observe every gesture and movement of the employees. These softwares help employees to gather on one platform just like office spaces which make them feel connected at one place for better coordination and connectivity among teams. Virtual meetings help employees to get involved with everyone at one time, helps in direct communicating with prospective employees and increases collaboration. All these factors helped the top officials of XYZ organization to find out the real cause of the downfall of its performance.

3.2 Interviews - The word "interview" refers to a one-on-one conversation between an *interviewer* and an *interviewee*. The interviewer asks questions to which the interviewee responds, usually providing information. Those employees who were having complications were interviewed directly by the head of their respective departments. Interviewing helped to know each employee's problem face to face which made top officials know about the problems at the very basic level.

3.4 Focus Groups- Employees of each department were separated in numerous teams and then tasks were given to be completed within a particular time frame. This helped top officials know how many teams are performing as per the targets set and how many teams were lagging the set targets.

3.5 Surveys- A set of questions were constructed which consisted of questions related to the prospective source of problems such as, What is the reason behind not achieving targets on time? Along with some personal questions in order to know the obstacle in the path of achieving targets on time. The survey questionnaire is one of the most suitable methods of knowing the problem at the ground level.

RESULTS AND DISCUSSION-

The findings of the research work conducted by the xyz organisation shows that the reason behind downfall of revenue and sales were as follows

4.1 Communication barrier-

Communication barrier is defined as anything that prevents us from receiving and understanding the messages others use to convey their information, ideas and thoughts. They can interfere with or block the message you are trying to send. Some head of the departments were not able to clearly discharge their orders and motives of the task which led to breakage of communication in the middle which eventually led to mismatch of targets. This was resolved by a practicing usage of feedback forms at the end of the communication which clarified what has been delivered and what has been received.

4.2 Conflicts between departments-

Another finding of the research conducted by the xyz organization showed that there were two departments namely Marketing and sales which were having internal conflicts between them. There were some decisions on which the sales department was not agreeing and there were times when the marketing department was not agreeing on some topics. These internal conflicts made both the departments highly inefficient and ineffective. Therefore, it led to decreased revenue.

4.3 Lack of motivation-

Motivation is the prerequisite of any organization no matter how small or big that organization is. Due to the side advent of the pandemic top officials could not help employees to boost their morale during these tough times which led to decreased interest in working and low motivation.

The motivation level was increased by conducting sessions on good mental health and healthy relationships among peers and family. These sessions were conducted by inviting top Ted x speakers to make employees feel excited and happy to work in the time of pandemic.

4.4 Absence of monetary incentives-

Monetary incentives is the most common method companies use to motivate workers. The XYZ organization did not give any monetary incentives to employees due to the ongoing financial crisis in the company. This led to decreased energy in the employees work as monetary incentives has a direct link on organization's success. The more is the monetary incentives the more is the growth and vice versa.

Therefore, for constant success of an organization minimal communication barriers, less use of technical jargons has to be reduced to a great extent besides constant motivation to employees in the form of monetary and kind incentives are necessary. Conflicts arising between departments are a common phenomenon in organization thus these conflicts has to be resolved in such a manner that it does not harm organization's efficiency as whole.

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- 5.2 Consortium for School Networking. CoSN's 2015 annual E-rate and infrastructure survey. (2015). Retrieved from http://cosn.org/sites/default/files/pdf/CoSN_3rd_Annual_Survey_Oct15_FINALV2.pdf.
- 5.3 The full list of resources and literature reviewed in developing the Future Ready leaders rubric is included in Appendix A.

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Appendices :-

Already, educational technology leaders have had an impact on the field of education, specifically in the use of technology as a means to enhance learning. However, there are highly demanding requirements to be an effective educational technology leader in the present, as well as in the emerging technological future. Given the unique and promising technologies which can provide for both distance learning and enrichment, a special type of leader is needed to ensure that technology integration can effectively occur on multiple levels from the individual classroom to an entire school. This leader must be able to understand and adapt to changing technologies and guide an organization towards accepting and implementing that change. This leader must also have knowledge of technology and its relationship to content and pedagogy in order to have an effective integration of technology into teaching. This leader must have the emotional awareness to assist those who are struggling or apprehensive in regards to integration. In short, the educational technology leader is an individual who must bring together several areas of leadership theory and utilize these theories to achieve a difficult goal of effective technology use for student achievement. Only

by developing educational technology leaders who are well-versed in leadership practice as well as strong advocates for technology integration, can our educational field hope to keep pace with the development of new technology, and use technology in an effective manner within our schools.

However, if an educational technologist is able to be an effective advocate for technology, then they can truly change the entire means by which a school operates. The impact of integration gives teachers other effective means by which they can instruct their students. Thus, through the enhancement of the education of current students an educational technology leader, both within and outside of the classroom, prepares students for a technology integrated life. An effective leader of technology leaves a lasting impact on future generations of students, by providing an exceptional education which provides those students with the skills, knowledge, and mastery necessary to operate in the new emerging technological world.