

**Midocean University**

**Faculty of Management**

**Bachelor of Project Management**



# **The Effect of Different Leadership Styles on Performance in the Kingdom of Saudi Arabia: A Case Study on Employees of KAIHAN Company in Alkharj**

**Sahar Tariq Olaywah**  
University ID: 2021204964

Graduation Project – 1

Faculty of Management – Midocean University

**Supervisor**

Dr. Mona Moustafa Elashry

Faculty Member – Faculty of Management – Midocean University

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## **Introduction**

The relationship between leadership styles and organizational performance has been a subject of extensive research over the past decades. In the context of the Kingdom of Saudi Arabia (KSA), this relationship takes on additional significance due to the ongoing economic and social reforms under the Vision 2030 initiative. This study aims to explore how different leadership styles, namely transformational, transactional, and laissez-faire, influence the performance of organizations within KSA. Performance, in this context, is measured using key indicators such as employee productivity, financial outcomes, and overall organizational growth.

Previous studies have shown different results regarding the impact of various leadership styles on organizational performance. For example, Bass and Avolio (1994) highlighted that transformational leadership is often associated with higher levels of employee satisfaction and performance. Conversely, transactional leadership, which is more focused on reward and punishment, has been found to be effective in stable environments but less so in dynamic contexts (Givens, 2008). The laissez-faire leadership style, characterized by a hands-off approach, generally yields negative performance outcomes due to lack of guidance and support (Northhouse, 2021).

Despite the fact that there are several studies conducted globally, there is a noticeable gap in studies focusing specifically on the Saudi Arabian context. The unique cultural, economic, and regulatory environment in KSA necessitates a closer examination of how leadership styles operate within this framework. Furthermore, the rapid changes brought about by Vision 2030 introduce new dynamics that traditional leadership theories may not fully capture.

This research addresses the gap by examining the effect of different leadership styles on performance in Saudi Arabian organizations. The study will employ a mixed-method approach, combining quantitative data from employee surveys with qualitative insights from previous literature regarding organizational leadership styles. By doing so, it aims to provide a comprehensive understanding of how leadership practices impact organizational success in the Saudi context. A case study will be applied on a company

in Alkharij province. The company that will be included in this study is KAIHAN Inc. This company is IT-related company that adopts sharing economy model for its operation. Its main scope is to provide rides based on orders made through mobile application by users.

The significance of this research lies in its potential to inform leadership practices in Saudi Arabia. By identifying which leadership styles are most effective in enhancing performance, the study can guide leaders in adopting strategies that align with the cultural and organizational realities of KSA. Therefore, this can contribute to the broader goals of Vision 2030, which seeks to create a more dynamic and diversified economy.

## **Research Problem**

The central research problem of this study is to understand how different leadership styles impact organizational performance in the Kingdom of Saudi Arabia. While there is extensive literature on leadership styles and their effects on performance, the specific context of Saudi Arabia presents unique challenges and opportunities that warrant a focused investigation.

Theoretical gaps exist in the understanding of how transformational, transactional, and laissez-faire leadership styles influence performance outcomes in non-Western contexts. Much of the existing research is grounded in Western organizational settings, which may not fully capture the nuances of leadership dynamics in Saudi Arabia.

Empirical gaps are evident in the limited number of studies that have systematically examined leadership styles within Saudi organizations. This is particularly relevant given the ongoing transformations under Vision 2030, which necessitate adaptive and effective leadership to navigate the changes.

The main research question guiding this study is: *What is the effect of different leadership styles on organizational performance in the Kingdom of Saudi Arabia?* Sub-

questions include: To what extent do transformational, transactional, and laissez-faire leadership styles affect employee productivity in KAIHAN Inc.? How do these leadership styles influence financial performance and overall organizational growth?

## **Research Significance**

The significance of this research is multi-faceted. Theoretically, it contributes to the broader literature on leadership by providing insights from a non-Western context. By addressing the gaps in understanding the impact of leadership styles in Saudi Arabia, particularly in KAIHAN Inc., the study offers valuable additions to leadership theory and practice.

Empirically, the research provides data-driven evidence on the effectiveness of different leadership styles in Saudi organizations. This can inform practitioners and policymakers in developing leadership development programs and strategies that are culturally and contextually relevant.

Practically, the findings can help organizational leaders in Saudi Arabia adopt leadership styles that enhance performance and align with the goals of Vision 2030. By identifying the most effective leadership practices, the study can guide leaders in fostering a productive and dynamic organizational culture.

## **Research Questions**

In order to provide a solution for this research problem. Research questions were developed. This research questions are as follows:

- What is the effect of transformational leadership style on employee productivity in KAIHAN Inc.?
- How does the transactional leadership style influence financial performance in KAIHAN Inc.?

- What is the impact of laissez-faire leadership style on overall organizational growth in KAIHAN Inc.?
- In what ways do leadership styles affect employee satisfaction and retention in KAIHAN Inc.?

## **Research Objectives**

The main aim of this research project is to examine different leadership styles and their effect on productivity in the Kingdom of Saudi Arabia. The main aim of this research will be achieved upon achieving the following objectives:

1. To assess the impact of transformational leadership on employee productivity in KAIHAN Inc.
2. To evaluate the influence of transactional leadership on the financial performance of KAIHAN Inc.
3. To investigate the impact of laissez-faire leadership on the overall organizational growth of KAIHAN Inc.
4. To determine the effect of leadership styles on employee satisfaction and retention in KAIHAN Inc.

## **Research Hypotheses**

The research hypothesis of this research project are as follows:

**H1:** There is a statistically significant relationship between transformational leadership and employee productivity in KAIHAN Inc.

**H2:** There is a statistically significant relationship between transactional leadership and financial performance in KAIHAN Inc.

**H3:** There is a statistically significant relationship between laissez-faire leadership and overall organizational growth in KAIHAN Inc.

**H4:** Leadership styles significantly affect employee satisfaction and retention in KAILIAN Inc.

## Research Model

The following research model outlines the relationships between different leadership styles (transformational, transactional, laissez-faire) and organizational performance metrics (employee productivity, financial performance, organizational growth).

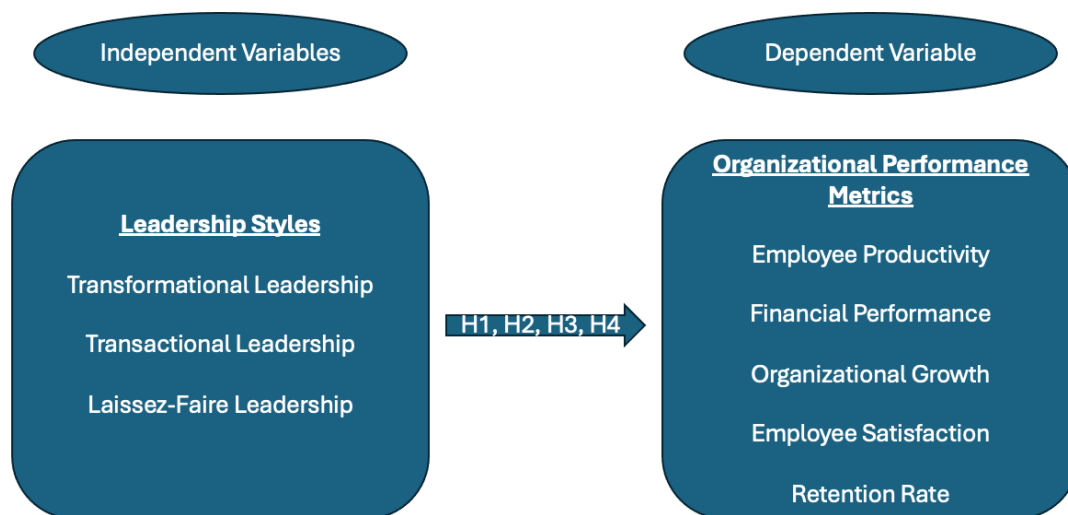


Figure 1: Research Model (Designed by Researcher)

## **Empirical Study**

This empirical study will be conducted within KAIHAN Inc., an IT-related company in Alkharj that adopts a sharing economy model for its operations. The company provides ride services based on orders made through a mobile application by users. The study will involve collecting quantitative data through employee surveys and qualitative data through interviews with key organizational leaders.

The variables of interest include leadership styles (transformational, transactional, laissez-faire), and organizational performance metrics (employee productivity, financial performance, organizational growth).

## **Research Methodology**

The research methodology for this study follows the 'research onion' model, which consists of six layers:

1. Research Philosophy: Positivism
2. Research Approach: Deductive
3. Research Strategy: Survey
4. Research Choice: Quantitative
5. Time Horizon: Cross-sectional
6. Data Collection Techniques: Questionnaires

The positivist philosophy aligns with the quantitative nature of the study, focusing on objective measurements and statistical analysis. A deductive approach will be used to test the hypotheses derived from existing theories. The survey strategy involves collecting data from a large sample of employees in KAIHAN Inc. The choice of quantitative methods ensures the collection of measurable and comparable data. The cross-sectional time horizon allows for data collection at a single point in time, providing a snapshot of the current state of the variables of interest.

## **Suggested Project Structure**

The project will be structured as follows:

1. Chapter 1: Introduction
2. Chapter 2: Literature Review
3. Chapter 3: Research Methodology
4. Chapter 4: Statistical Analysis
5. Chapter 5: Findings, Discussion, and Conclusion

## **References**

- Bass, B. M. and Avolio, B. (1994) *Improving organizational effectiveness through transformational leadership*. SAGE Publications.
- Givens, R. (2008) 'Transformational Leadership: The Impact on Organizational and Personal Outcomes', *Emerging Leadership Journeys*, 1(1), pp. 4–24.
- Northhouse, P. (2021) *Leadership: Theory and Practice*. SAGE Publications.