

Abstract

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The Impact of Transformational Leadership Style on Employee Satisfaction

Abstract Purpose – The purpose of this paper is to investigate the impact of the transformational leadership style on employee job satisfaction through a case analysis on one of the biggest multinational FMCG Companies within the Egyptian context. **Design/methodology/approach** – The field study will be done using quantitative approach in order to assess the impact of transformational leadership style on subordinate's job satisfaction. As a matter of fact, MLQ questionnaire was distributed on the head of the marketing department of Unilever (FMCG) in order to identify the manager leadership style. At the meantime, a structured questionnaire to measure employee job satisfaction was distributed. The hypotheses were simultaneously tested on a sample of 52 employees out of 80 distributed, giving a response rate of 65 per cent. Finally, several analytical techniques were used to assess the relationships among the variables under investigation such as Pearson correlation, chi-square and simple regression. **Findings** – The findings of this study have shown significant positive relationship between the two variables under investigation.

Originality/Value – Despite the significant academic and practical interest in the topic of leadership, this research is the first that investigates the relationship between transformational leadership and employee job satisfaction in one of the most effective FMCG companies within the Egyptian context. Also, this study contributes in adding to the body of knowledge regarding the relationship between transformational leadership style and internal customer satisfaction, and could be replicated in different countries. **Research Limitations** – The research was limited to one of the biggest FMCG Companies in Egypt. Also the study was applied to only one department of the company, which reflected the small number of current employee involved in the study. **Practical Implications** – Despite the significant academic interest in Leadership style, this research is the first that investigates the use of leadership style in FMCG within the Egyptian context. Also, this study contributes in adding to the body of knowledge regarding the relationship between leadership style and job satisfaction to an Egyptian culture. **Keywords:** Leadership, Egypt, FMCG, Transformational leadership, Job Satisfaction. **Paper type:** Research paper