

DISSERTATION

RARE

DISCOVERING THE CHARISMATIC LEADERSHIP OF APPAREL SECTOR
MANAGERS IN SRI LANKA

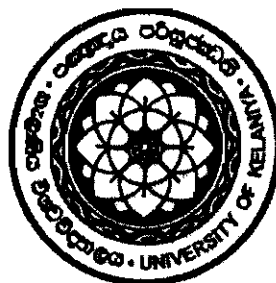
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ABSTRACT

Charismatic leadership has been documented to provide many benefits for an Organization, due to the influential types of behaviors that it supports. This behavior is about individuals who can cause positive change by inspiring, encouraging and motivating others to do more than they thought possible.

This research investigated the application of Charismatic leadership behaviors within a Sri Lankan Apparel companies that manufacturing garments to worldwide reputed brands.

Samples of participants (100 participants) were selected for research by using a pre-determined list of questions which asked statements relating to the behaviors that the charismatic leadership model supports. Each statement was accompanied with a closed response set outlining the frequency of use for that behavior, and the benefit that the behavior would have on the company. The results of the analysis were compiled, with the charismatic leadership behaviors ranked in terms of their frequency of use, and benefit to the company. The findings of this research showed that managers, within the company, appear to use Charismatic leadership behaviors frequently, and thought them to be very beneficial to the organization. The research also found that Managers in Apparel industry felt Charismatic leadership had relevance in the Sri Lanka Apparel Industry. It would be beneficial to conduct an investigation in to how the behaviors are actually being used, and further to this why those behaviors are used.

Key Words: Charismatic Leadership, Apparel Companies, Industry, Leadership Teams, Sri Lanka.