

IMPACT OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE TASK PERFORMANCE IN SELECTED AUTOMOBILE COMPANY IN SRI LANKA

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This research investigates the impact of transformational leadership on employee task performance within the context of a selected automobile company. In today's competitive and globalized information culture, maintaining a competitive edge requires organizations to attract and retain talented workers, inspiring them to reach their full potential. The study explores the dynamics of employee task performance in the automobile sector, emphasizing the role of transformational leadership in fostering a positive work environment. The automobile sector in Sri Lanka, a significant contributor to the country's economy, faces challenges related to employee disengagement factors, including negative perceptions of the industry and poor working attitudes. Against this backdrop, the study aims to fill a crucial research gap by examining the impact of transformational leadership on employee task performance in the selected automobile company. Data were collected through a standard questionnaire from 144 non-executive level employees working at the selected automobile company. Simple regression analysis was used to test the study hypotheses, and SPSS version 23 was employed to analyze the collected data. In conclusion, the study sheds light on the transformative leadership practices that can significantly influence employee task performance in the Sri Lankan automobile industry. The findings hold practical significance for selected company and other industry stakeholders, guiding efforts to enhance employee satisfaction, productivity, and overall organizational success. Future research avenues include expanding the study to enhance employee satisfaction, productivity, and overall organizational performance.

Keywords: *Automobile Sector, Employee Task Performance, Leadership Styles, Transformational leadership,*

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