

Impact of Transformational Leadership on Employee Creativity in the Mmobile Telecommunication Industry of Sri Lanka

Randeny, R. K. B. P. H. and Wijewantha, P.

Today the business context is more competitive than ever before. All the external market factors like, technology, creativity, economic trends and etc., highly influence to the organizational profitability. As every organization is trying to get more benefits than their competitors, they need to concentrate on these factors. There are so many organizations in the same industry who are looking for same group of customers. So they have to differentiate their products and services from others. That is a competitive advantage for firms. The main source of gaining competitive advantage is the human resource or the employees of that company. Because they have uniqueness that anyone cannot imitate easily. Hence, it is an advantage to gain competitive advantage through the employees of the organization. When considering about the service industry, the uniqueness of the service is only depends on the employee who serve the service. So, if employees in an organization can provide an innovative and unique service to their customers, they can easily win the market. To achieve that particular competitive advantage the employee creativity is essential within the workplace. Currently, the problem is the employees are not that much of creative. So this research is conduct on to find out whether the transformational leadership makes an impact on employee creativity in the mobile telecommunication industry in Sri Lanka, which is highly competitive industry in Sri Lanka. Researcher tested a one hypothesis to see the relationship. So as to the research findings, it has found that there is a significant impact of transformational leadership on employee creativity in the mobile telecommunication industry in the Sri Lanka.

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