

The Nexus between Transformational Leadership and Employee Engagement: A Study of Softlogic Brands

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Employee engagement is a concept that is increasingly gaining attention from researchers, employers, and employees. This study aims to study the impact of leadership styles that engage employees in insecure work situations. Based on the existing literature a hypothesis on the relationship between transformational leadership and employee engagement was developed. Transformational leadership was assumed to have a direct, positive effect on employee engagement. The population of the study is all the employees in the selected organization. Since it is not practically possible to deal with the whole population, a sample of 70 employees was selected using the convenience sampling technique to conduct the survey. Simple linear regression analysis shows that transformational leadership has a significant, positive effect on employee engagement, and hence the hypothesis was supported. The findings suggest that leaders who focus on long-term and higher order intrinsic needs by developing, intellectually stimulating, and inspiring followers, are able to enhance employee engagement. Based on the limitations of this study, suggestions for future research could be offered.

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