

**A STUDY
 ON LEADERSHIP STYLES OF SRI LANKAN MANAGERS
 AND
 THEIR EFFECTIVENESS
 IN THE INSURANCE SECTOR OF SRI LANKA**

By

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The abstract

This study is aimed at analysing the leadership styles of Sri Lankan managers in the field of insurance and assessing their effectiveness in terms of job satisfaction, commitment and performance of their subordinates.

For the study, sixty-three (63) managers from the organizations currently engaged in the insurance sector, and three hundred and six (306) of their subordinates were selected as the sample of managers and the sample of subordinates respectively. The entire sample respondents were chosen randomly. The sample of managers is inclusive of only middle and lower level managers of those firms.

The data was collected by administering two separate questionnaires, the leadership style questionnaire (LSQ) and the subordinate's effectiveness variables questionnaire (SEVQ). LSQ analysed the leadership styles of sample managers while the SEVQ measured the degree of job satisfaction, commitment and performance in the subordinates of those managers.

The leadership effectiveness was measured in terms of job satisfaction, commitment and performance of the subordinates.

The data was analysed by using the Yule's coefficient of association, Chi-square test and co-relation analysis. The test of hypotheses of the study was done with the help of the analysed data.

The conclusions of the study indicate that High task-High relationship leadership is the leadership style that brings leadership effectiveness in the field of insurance in Sri Lanka. Further, High task orientation of managers does not necessarily lead to high performance in subordinates. Low task-High relationship leadership leads to high degree of commitment in their subordinates than other forms of leadership styles. On the other hand, High task-High relationship leadership is more effective in the private sector organizations than in the public sector organizations in the insurance field.

Anyway, these conclusions were drawn subject to number of limitations. The suggestions for the further studies were made with the aim of refining these conclusions by eliminating the indicated limitations.