

AN ANALYTICAL FRAMEWORK ON LEADERSHIP EFFECTIVENESS WITH SPECIAL REFERNCE TO INDIAN TELLECOMMUNICATION INDUSTRY

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ABSTRACT

India is currently the 2nd largest telecommunication market, with the 3rd highest number of internet users in the world and India's telephone subscriber base, extended at a CAGR of 19.16 %, reaching 1188.5 million, during the next financial year. Stiff competition in the Indian telecommunication industry, boosts the organizations operating in this industry to be effectively managed. This is because, effective leadership guarantees competitive advantage for those organizations. It is, therefore, necessary for telecommunication companies acquire effective leadership skills. The present study is undertaken for organizations, from Indian telecommunication industry. Descriptive research design is used, on the basis of the Leadership Effectiveness Questionnaire (LEQ) (flamholtz, 1986). 312 followers were interviewed from BSNL, Airtel, Vodafone and Reliance across the country, during tenure of 6 months of research. After the collection of data, Factor Analysis is used to identify major factors, considering those significant variables ANOVA, Two Way MANOVA and Multiple Regression have been performed, to study their influence and association with leadership effectiveness. On the basis of the above findings, Bayesian Probabilistic Network is applied, along with Scenario Analysis and Causal Analysis, which may help analyze and make policy intervention, regarding leadership effectiveness. This research lays the foundation for future investigation in a very promising, but highly complex world telecommunication industry. One probable step may be, to enhance the scope of research by expanding the target area, through including international market of telecommunication industry, to evaluate and benchmark their Leadership Effectiveness

KEYWORDS: Inspiring Skills, Risk Taking Ability, Leadership Effectiveness, Scenario and Causal Analysis