THE IMPACT OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEES' CREATIVITY: THE MEDIATING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT AMONG THE SELECTED BANKS IN PUTTALAM REGION OF SRI LANKA

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ABSTRACT

This study aims to investigate the impact of Transformational Leadership (TL) on Employees' Creativity (EC) in selected Banks in the Puttlam Region of Sri Lanka through the mediating effect of Perceived Organizational Support (POS). Structured questionnaire was used as the method of data collection and 200 licensed commercial banks' employees in Puttlam Region is considered as the sample of this study. Stratified sampling method used to make the sampling frame and quantitative research approach was used. The data were analyzed using descriptive statistics, correlation and regression analyses. According to the findings, Transformational Leadership (TL) enhances both Employee Creativity (EC) and Perceived Organizational Support (POS). In the relationship between Transformative Leadership (TL) and Employees' Creativity (EC), Perceived Organizational Support (POS) plays a partial mediating role. This study may be the one of the first to examine the relationship between Transformational Leadership (TL) and Employees' Creativity (EC) through Perceived Organizational Support (POS), especially in Puttlam Region of Sri Lanka and in the banking sector. The findings of this study are very useful in improving employee's creativity through transformation leadership style of bank managers as well as perceived organizational support.

Keywords: Transformational Leadership, Perceived Organizational Support, Employees' Creativity

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