

2nd World Conference On Business, Economics And Management - WCBEM 2013

The Influence of Leaders Orientation on Event Management Success: Event Crews Perception

Samsudin Wahab^{a*}, Mohd Sazili Shahibi^b, Juwahir Ali^c, Soleha Abu Bakar^d, Ahmad
Nawir Abu Amrin^e

^{abcde} Faculty of Business Management, Universiti Teknologi MARA, 42300 Puncak Alam Selangor, MALAYSIA

Abstract

A research on leadership styles of event manager's influence the event success set the background of the study in this manner. Leadership styles are one of the factors that lead to successful event. Successful event can be a good benchmark for event planning in the future. The objective of the research is to examine the influence of leadership style towards event success. Population for this research consists 112 event companies who are doing consultant event management and organizing the event that are running their operation nearby Kuala Lumpur, biggest city in Malaysia. This non-probability sampling successfully collected 100 set questionnaires from event crews using convenient sampling method. The analysis shows that people oriented and decision-making oriented of leader have significant relationship towards event success. Last but not least, this paper ends with conclusion World Conference On Business, Economics And Management - ion, recommendation and suggestion for future research.

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Selection and peer review under responsibility of Organizing Committee of BEM 2013.

Keywords: People Oriented, Decision Oriented, Leader, Event Success;

1. Introduction

A research on leadership styles of event manager's influence the event success set the background of the study in this manner. Leadership styles are one of the factors that lead to successful event. Turner and Müller (2005) cited from Lee-Kelley et al. (2003) that there is a significant relationship between the leader's perception of project success and his or her personality and contingent experiences.

Leadership is one of the world's oldest preoccupations. The understanding of leadership has figured strongly in the quest of knowledge. Purpose stories have been told through the generations about the leaders' competencies, ambitions and shortcomings; leaders' rights and privileges; and the leaders' duties and obligation.

The absences of leadership are equally dramatic in its effects and organizations move too slowly, stagnates, and lose their way (Mills, 2007). Based on Leslie (2009) the study showed that crucial leadership skills in today's organizations are, in fact, insufficient for meeting current and future needs.

Leadership is one of the factor might contribute to event success. Northouse (2007) defined leadership is a process by which a person influences others to accomplish an objective and directs the organization in a way that makes it more cohesive and coherent. Leadership is the ability to lead and influence others in positive way, motivate, people, provide direction and being

* Corresponding Author: Samsudin Wahab. Tel.: +0-603-3258-5130
E-mail address: samsudinw@puncakalam.uitm.edu.my

innovative (Chand, 2009). He mentioned that there are three keys of leadership styles which is autocratic, delegate and participative. According to Brown (2007), leadership styles can be identified by how authority is used, how a leader relates to others, employees' minds and muscles are used, and how a leader communicates. Different than E. Brown, he mentioned that there are four types of leadership styles: dictatorial, authoritative, consultative and participative.

In other research by Turner (2005), he indicates that there are four basic leadership styles: autocratic, bureaucratic, Laissez-faire and democratic, besides two other leadership styles: transformational and transactional. Successful event can be a good benchmark for event planning in the future. It will also show that the event has achieved its goal. It is important to study the event success is because it can be used in events by helping organizations identify strengths and opportunities for improvement for both individual events and event program as a whole. This idea was supported by Farris, Doolen, and Van Aken (2010). Therefore this research will investigate the importance of leadership styles on event success in event business.

The research on project manager leadership in projects is scarce (Müller & Turner, 2010). Prior research studies indicated a correlation between successful performance and the manager leadership styles. However, the amount of studies concerning project manager leadership styles and its contributions to project success is limited (Yang, Huang, & Wu, 2010).

Leadership competencies relating to project success lacks support for project manager leadership contributions. Although prior studies discussed performance, time and cost, and competencies in relation to project success, these do not evaluate project manager leadership impact. This study tried to address the gap in project management research of which project manager leadership styles contributes more to success of the event.

2. Literature Review

2.1. Determining the Success of Event

According to Northouse (2004) event success can be defined as the achievement of something desired, planned or attempted after the event organized. One of the factors that would determine the event success is the event meets its objectives. This means that, if the objective of the event is to gain profit, then if the event achieved the certain amount that has been targeted, the event will be considered as successful one.

Leadership literature, blogs, and seminars typically focus on telling leaders the right things to do if they want to succeed. That makes sense for most of us. We want seasoned professionals to help us learn from their mistakes and accumulated wisdom. By sharing the most valued aspects of what great leaders do to inspire others, leaders at any level can learn to improve their skills. Those of us seeking advice expect it framed in a positive way (Bell, 2012).

According to Wilson (2004), long and short-term goals set for the event should be used to evaluate its success. Success of the event should include both quantitative measures, such as the number of people in the audience and profit after the event; measuring the level of excitement in the room, before and after comments by "key" people at the event; and determining if people are looking forward to the next.

2.2. Leadership Styles

A Dictionary of Business and Management (2006) said that leadership styles are the traits, behavioral tendencies, and characteristic method of a person in a leadership position. There are many ways to lead and every leader has their own styles. Some of the more common styles include autocratic, bureaucratic, democratic and laissez-faire. Leadership style depicts the way in which a leader attempts to influence the behaviour of subordinates, makes decisions regarding the direction of the group, and keeps a balance between the goal attainment function and the maintenance function of the group (Fertman and Van Linden, 1999).

The conventional concept of leadership styles assumes a top-down, role-based view of leadership. Traditionally it refers how the leader manages people and how they make decisions.

2.2.1 People

In explored delegation as a method of professionally developing employees within the context of the full-range model of organizational leadership and three different leadership models have been proposed by which to understand delegation. First model is the transactional operator, next model is the team player, and third model is the transformational. Self-defining leader or each model starts with different attributes of leaders based on their perspective taking abilities and leadership philosophies

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