

An Exploratory Study to Identify the Impact of Leadership and Marketing Styles on Achieving Institutional Excellence and Goals in the Public Sector

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The main purpose of the study was exploratory the influence of leadership styles (LS) on institutional excellence (IE) to find out the best indicators for developing the UAE leadership, and achieving (IE). In the modern era, the leadership styles in organizations are facing several challenges due to the dynamic nature of the environment. The research questions seek to uncover (a) appropriate leadership styles within successful organizations, and (b) what, if any, the role exists between leadership styles and measures of success on (IE). The aim of this study was to find out the most suitable leadership styles in the public sector to achieve better institutional excellence. The study employed a quantitative approach; data were collected through a self-administered questionnaire consist of (49) items. Convenience sampling was used to collect data from (329). The results indicate a positive effect between Trans-

formational model (LS) and (IE) with ($R = 0.845$ / $R^2 = 0.714$ / $\text{sig.} = 0.00$). However, findings indicate that leadership expects to: enter the profession prepared to fulfill the requirement of the position, have the ability to make a difference, and be provided with support from their organization. Findings the most stable leadership styles in UAE organizations were both transformational and transactional leadership with majority respondents statistically significant and all hypotheses supported the seven leadership styles on institutional excellence. The study concludes with some brief prospects that the organization needs to realize the importance of leadership styles for maximizing the level of institutional excellence. This research may benefit society by encouraging people to contribute more to their jobs and may help them in the organization's growth