

AN EMPIRICAL INVESTIGATION ON LEADERSHIP STYLES APPLIED FOR GLOBAL BRAND MANAGEMENT OF MULTINATIONAL ORGANIZATIONS IN THE UNITED STATES

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Abstract

This quantitative study design made an academic effort to understand the application of leadership styles in multinational organizations operating in the United States for their global brand management. One hundred and sixty (160) sample units were drawn from all the levels in organizations in collecting data for the final analysis. Results suggest that most commonly used leadership style in multinational organizations operating in the United States for global brand management is situational leadership style (delegating leadership style followed by coaching, directing, and facilitating) in contrast to the most perceived leadership style by the followers is charismatic leadership style. However, certain critical perspectives at the time of application revealed from the study are discussed in the paper. The findings have important implications for effective leadership for multinational organizations and global brand management.