



IDENTIFICATION OF THE TRANSFORMATIONAL LEADERSHIP BEHAVIOUR OF SALESPERSON IN SRI LANKAN CORPORATE BANKING SECTOR

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ABSTRACT

The Concept “Transformational Leadership” has become a popular concept among the practitioners in last decades. In this age of rapidly changing business environment, leadership is more important than ever. Furthermore in the recent economic catastrophe, banking sector is the foremost recipient and they are struggling because of their high outlay. The present organizational focus on revitalizing and transforming organizations to meet competitive challenges ahead has been accompanied by increasing interest among researchers in studying transformational leadership. The objective of this study is to identify the transformational leadership behavior of the salesperson in corporate banking sector in Sri Lanka. Following research problem has been advanced in this study. “What kind of transformational leadership behavior can be seen from the sales person in Sri Lankan corporate banking sector?” According to the literature on transformational leadership four variables identified as four key variables in transformational leadership. They can be named as idealized influence, intellectual stimulation, inspirational motivation and individualized considerate behavior of salesperson. It was decided to employ a survey to collect data for the study, thus the questionnaire method is more appropriate. Financial sector has been selected because of its dominant position in Sri Lankan services sector. The results of this study revealed that more transformational leadership behavior of the salesperson can be seen from private banks than in state banks. The validity of bank-corporate client partnership strategy depends on how effectively it is implemented. For that, training of salesperson is a must. Firm can develop salesperson with the qualities of transformational leader-ship. Thus findings of this research will be helpful to prepare training manuals, training guidance as well as training programs to develop the competencies of the salesperson.