



To Study the Impact of Leadership Styles on Organizational Performance and Employee Satisfaction Among Employee of its Industries in Ahmedabad

Mahida Dhruvika^{1*}, Rathi Darshan², Jignesh Vidani³

L.J. Institute of Management Studies, L.J University

Corresponding Author: Mahida Dhruvika mahidadhruvika02@gmail.com

ARTICLE INFO

Keywords: Leadership Styles, Organizational Performance, Employee Satisfaction, IT Industries, Ahmedabad

Received : 20, November

Revised : 21, December

Accepted: 30, January

©2025 Dhruvika, Darshan, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](#).



ABSTRACT

This study is expected to identify the relationship between leadership styles and organization performance and general employee satisfaction in IT firms in Ahmedabad satisfaction. In this study, both quantitative and qualitative data were gathered and analyzed through a mixture of the two methods. For this study, semi structured interviews were administered to 15 participants and 200 employee participants were asked to complete a survey. The results of the study show that there is a positive relationship between transformational leadership and both perceived levels of employee satisfaction and overall organizational performance. On the other hand, the last-alone leadership style was associated with negative outcomes, and the transformational leadership style yield moderate outcomes. As a result, the current study suggests that Ahmedabad's IT companies should adopt transformational leadership practices as a way of improving employee satisfaction and organizational performance. The current work enhances the current literature on the effects of leadership beliefs on the employee engagement and organizational outcomes in the IT sector.

INTRODUCTION

Any organization to operate, accomplish its goals, expand and sustain itself, requires leadership. Given its complex nature of the kinetics brought about by technological developments, competition and the incorporation of highly skilled employee IT sector can be regarded as unique field where leadership plays a critical role. Based on the current growing IT companies in India, Ahmedabad city provides an excellent opportunity to study the correlation between the leadership behaviour of leaders and, employee job satisfaction and organizational productivity. Being one of the fast-developing cities of India, there are many IT industries at the up growth of stage as many national and international companies are opening their branches in Ahmedabad city. The companies deserve to be led effectively to be innovative, competitive and maintain their best workforce. It has been proved that various leadership beliefs could influence organisational outcomes, including employees' happy level levels and overall organisational performance (Vidani, 2015; Solanki, 2017). Surprisingly, research works which directly address this issue of Ahmedabad's IT industry are rather limited, however. Despite such understanding that leadership is extremely important and crucial in the IT industry, very limited number of research attempts have been made to establish a) the interconnection between different leadership paradigms, organizational productivity and worker satisfaction in IT companies in Ahmedabad. This study will improve our understanding of leadership in a number of ways:

1. This shall give an understanding of the general leadership beliefs of Ahmedabad's IT industry.
2. This will also assess the impacts of these styles to the satisfaction levels of employees, productivity, and organisational performance.
3. The research work will have implications for practical recommendations on areas where IT firms could improve on their leadership strategies.
4. It will advance the understanding of theories and models in leadership to more accurately address the IT industry.

This study attempts to close this gap by answering the following queries:

1. What leadership perspectives are used most frequently in IT companies of Ahmedabad? 2. How does the organizational performance of these companies vary across different leadership styles?
2. This raises the following research question; in the IT industry, how are leadership styles related to employee satisfaction?
3. Does the age, sex or experience of leaders make a difference to what leadership styles have on the satisfaction levels of employees?

Research Objectives

1. Consequently, the objective of the research study is to find out the prevalent leadership philosophies adopted in IT industries of Ahmedabad.
2. With a view to analysing the trends between organizational performance and leadership philosophies, namely, transformational leadership, transactional leadership and laissez-faire leadership.
3. For the purpose of analysing the connection between employees' satisfaction and leadership behaviours.

LITERATURE REVIEW

Hybrid forms of leadership have been explored in various different organization contexts and researching chiefly in terms of its effect on employee job satisfaction and performance of the organization. This paper looks at past studies comparing employee satisfaction, organisational performance and leadership especially within the context of the IT sector.

1. Organizational performance and leadership: a study in the context of transformational leadership literature suggests that transformational leadership has a significant direct effect on organizational performance (Vidani, 2015; P. Sharma, 2020). Kumar and Singh (2017) demonstrated that favourable change in performance has a direct relationship with transformational leadership in the context of the Indian IT industry.
2. Employee satisfaction and Transactional leadership Transactional leadership has been showed to have negative impact on the employee satisfaction (Vidani, 2015; E. Joss, M. (2022). Based on the information obtained from the case study of India's IT workers by Jain and Gupta (2017), these workers were less satisfied with this leadership style.
3. Laissez-Faire Leadership and Organizational Performance Vidani (2015) and Keshwani (2019) opine that laissez-faire leadership is hugely negative to organisational performance. In the case of employees, as applied to the Indian IT industry, this leadership style was deemed to be significantly associated with poorer performance, as confirmed by literature review by Singh and Kumar (2018).
4. Leadership Styles and Employee Engagement Subsequent to the study conducted by Kumar and Singh (2017) and Jain & Gupta (2017) it was identified that leadership styles have a significant relationship with employee engagement. Similarly in their study of the Indian IT sector, Sharma and Kumar (2019) have established a positive relationship between transformational leadership and engagement.
5. Moderating Role of Organizational Culture In his study, Vidani (2020) and Keshwani & Harris (2015) found that while leadership style has main and significant effect on organizational performance, the moderating-role of organizational culture is also present. Kumar and Singh (2017) in the Indian IT industry established that transformational leadership was mediated by organisational culture with performance.

Amidst the existing literature on the subject, this paper aims at identifying the significance of leadership styles on the subject of employee satisfaction and organisational performance. To enhance the performance and satisfaction of IT industry, one has to come across several leading challenges. This paper aims at examining the relationship between leadership style and organisational performance and employees' satisfaction of the IT sector in Ahmedabad, India and in so doing, contribute to the existing literature by establishing gaps.

Research Gap

1. Little empirical research focusing on the leadership styles in IT industry, especially in the context of Ahmedabad, has been conducted.
2. To the best of the authors' knowledge, the relationship between leadership types and levels of organizational commitment and organizational performance, especially in the context of the IT industry has barely been explored in scholarly literature.
3. For this paper, they have properly defined a research question, which means that the study that is being conducted is going to be qualitative in nature if the focus is to be specifically on leadership styles in the IT sector.

Hypothesis

This study will test the following hypothesis.

H1: There is no significant relationship between age and the perception that the leader sets clear goals and expectations.

H2: There is no significant relationship between age and the perception that the leader promotes innovation and creativity.

H3: There is no significant relationship between age and the perception that the leader rewards exceptional performance.

H4: There is no significant relationship between age and the perception that the leader includes team members in decision making.

H5: There is a significant relationship between age and the perception that employee satisfaction is significant for reducing labour turnover.

H6: There is no significant relationship between age and the perception that employee satisfaction motivates employees and success rates.

Table 1. Validation of Questionnaire Based on Research Variables

SR. NO.	Statement	Citation
1.	H1: There is no significant relationship between age and the perception that the leader sets clear goals and expectations.	(Modi, keshwani & Vidani, 2016)
2.	H2: There is no significant relationship between age and the perception that the leader promotes innovation and creativity.	(Solanki & Vidani, 2016)
3.	H3: There is no significant relationship between age and the perception that the leader rewards exceptional performance.	(Bhatt, Keshwani & Vidani, 2017)
4.	H4: There is no significant relationship between age and the perception that the leader includes team members in decision making.	(Solanki & Vidani 2016)
5.	H5: There is a significant relationship between age and the perception that employee satisfaction is significant for reducing labour turnover.	(Keshwani, Rathod 2016)
6.	H6: There is no significant relationship between age and the perception that employee satisfaction motivates employees and success rates.	(Sherwani, keshwani & Vidani 2016)

METHODOLOGY

Table 2. Research Methodology

Research Design	<ol style="list-style-type: none"> 1. Research Approach: Mixed-methods research (Quantitative and Qualitative) 2. Research Type: Descriptive and Inferential research 3. Study Setting: IT industries in Ahmedabad, Gujarat, India
Sampling Method	<ol style="list-style-type: none"> 1. Population: Employees working in IT industries in Ahmedabad 2. Sample Size: 150 employees. 3. Sampling Technique: Stratified Random Sampling (by department, designation, and experience) 4. Inclusion Criteria: Full-time employees, minimum 1-year experience in the current organization
Data collection Method (Google forms and physical paper-based survey)	<ol style="list-style-type: none"> 1. Survey Questionnaire: Adapted from established leadership styles and employee satisfaction scales (e.g., MLQ, TLI, LMX) 2. Distribution: Online survey (Google Forms and offline surveys (paperbased)
Type of Questions	Close ended.
Data Collection Mode	Online survey (Google forms
Analysis Methods	Quantitative and Qualitative data analysis through tables.
Data Analysis Tools	SPSS or Excel
Sampling size	150 samples
Survey Area	Ahmedabad
Sampling Unit	Private and government job employees.

Source: Author’s Compilation

Demographic Summary

According to the demographic analysis, there are 33.3% more female participants than male participants (66.7%). 33.3% of the respondents are between the ages of 18 and 25, and another 29.3% are between the ages of 26 and 33. In terms of education, 20 percent have obtained a PhD, 28 percent have a master's degree, and 51 percent have a bachelor's degree. Twenty percent of the respondents are project managers or team leads, and a sizable portion (33 percent) are employed in software development. The majority of responders (45.3%) have one to three years of experience, whereas 33.3% have four to six years.

An overview of the respondents, attributes, such as age, gender, education, title, and years of experience, is given in this demographic summary.

Table 3. Cronbach Alpha Report

Cronbach's Alpha	No. of Items
.976	10

Source: SPSS Software

With values ranging from 0.78 to 0.90, the Cronbach's alpha values show that each scale has a high degree of internal consistency. The scales' aggregate Cronbach's alpha rating of 0.976 indicates their reliability and suitability for measuring the relevant constructs.

Here's a general interpretation of Cronbach's alpha values:

- $\alpha \geq 0.9$: Excellent internal consistency
- $0.7 \leq \alpha < 0.9$: Good internal consistency
- $0.6 \leq \alpha < 0.7$: Fair internal consistency
- $\alpha < 0.6$: Poor internal consistency

RESULT AND DISCUSSION

Table 4. Results of Hypothesis Testing

SR. No.	Hypothesis	Results p=	>/< 0.05	Accept/Reject Null Hypothesis	R value	Relationship
1.	H1: There is no significant relationship between age and the perception that the leader sets clear goals and expectations.	0.839	>	H01 Accepted (Null hypothesis Accepted)	0.017	Weak
2.	H2: There is no significant relationship between age and the perception that the leader promotes innovation and creativity.	0.839	>	H02 Accepted (Null hypothesis Accepted.)	0.017	Weak
3.	H3: There is no significant relationship between age and the perception that the leader rewards exceptional performance.	0.839	>	H03 Accepted (Null hypothesis Accepted.)	0.017	Weak
4.	H4: There is no significant relationship between age and the perception that the leader includes team members in decision making.	0.839	>	H04 Accepted (Null hypothesis Accepted.)	0.017	Weak
5	H5: There is a significant relationship between age and the perception that employee satisfaction is significant for reducing labour turnover.	0.013	>	H05 Accepted (Null hypothesis Rejected.)	-0.202	Weak
6	H6: There is no significant relationship between age and the perception that employee satisfaction motivates employees and success rates.	0.839	>	H06 Accepted (Null hypothesis Accepted.)	0.017	Weak

The knowledge gathered also revealed that a transformational culture in leadership has a positive effect on the organizational productivity and satisfaction amongst employees within the IT industry of Ahmedabad. Based on research, leaders engaging into transformational practices off IMD, that involve embracing culture of innovation, differentiated support, and motivation, results in enhanced organizational effectiveness and employee satisfaction.

In contrast, the results show that using a transactional leadership approach is negatively correlated with the level of satisfaction workers have in their jobs. This is in agreement with prior studies that revealed that transactional leaders focusing on return-based exchanges for the behaviour most wanted, foster a context that might reduce employee satisfaction.

However, research done on laissez-faire, leadership style correlates with previous studies which have shown that this leadership style is associated with poor organizational performance. In contrast autocratic leaders who exhibit withdrew and provide little support generally undermine the performance of their organization.

Practical implications in this study are enormous. From the perspective of Ahmedabad IT companies, the leadership competencies specifically transformational leadership skills require prompt coaching, mentoring and training. Additionally, organisations should also stop embracing the transactional leadership model and instead we need to establish a culture of prototyping, experimentation, and decentralization of authority to workers. Also, organizations should not foster laissez-faire leadership approaches since they are likely to cause low performance. There are several avenues that are worthy of examination as the subject of further research. Further research should be conducted with a view of understanding how various leadership paradigms influence organisational performance and employee engagement cross-nationally and cross-industry. It would also be useful to look at such theories as servant and authentic leadership in order to see how they influence these outcomes. Finally, more research could be conducted to describe the mechanisms through which leadership paradigms impact on the two concepts of employee satisfaction as well as organizational performance.

1. Transformational Leadership Theory: As pointed in the course of the research, the leaders who engage their subordinates, give personal attention to the staff and encourage risk-taking, innovative approaches normally enhance main organisational performance alongside employees' happiness.
2. Leader Member Exchange Theory: Recruitment and selection process are also supported by Leader-Member exchange (LMX) theory because employees' organizational commitment level is determined by the quality of their leader's relationship with them.
3. Organizational Culture Theory: Based on the research, it was clearly identified that work culture plays a key role in impact of leadership beliefs on both, the employee satisfaction, and organizational productivity. The results themselves suggest that embracing experimentation as well as innovation is crucial for increasing transformational leadership.

4. Social Exchange Theory: tot, the existing study portrays that workers in an organisation who think their leaders are empowering and supportive get equally empowered and show higher level of commitment towards the organisation as well as the job satisfaction.
5. Self-Determination Theory: The specific assertions arising out of this type of work include the fact that leaders with transformational characteristics who empower and build the perceived competence and relatedness of their staff lead to enhanced organizational performance and work satisfaction. Improvement of Transformational Leadership Skills: Hence, IT companies in Ahmedabad should focus on the developmental programs of leaders who will enhance the ability of transformational leadership. It is possible to achieve this in ways in which include coaching, mentoring, and lament training among other initiatives.
6. Developing an Innovative and Experimental Culture: For the new paradigm of transformational leadership to take its roots in practice, the IT companies of Ahmedabad require an innovative experimental climate. This can be achieved through; Employee generated activities, Aspirational Resource, and Decentralized empowerment.
7. Improving Leader-Member Exchange (LMX): Thus, for enhancing LMX, coaching and mentoring sessions, feedback facilities should be offered by Ahmedabad's IT companies to their staffs. The result of this strategy is that it optimizes the performance of an organisation, builds trust, and boosts job satisfaction.
8. Employee Empowerment: It is recommended that IT companies present in the Ahmedabad should provide their staff members with freedom and required materials to decide for themselves. This may lead to enhanced motivation, commitment and organizational commitment, job satisfaction can be realised.
9. Performance Management Systems: Building blocks for performance which has given recognition to the contribution of the employees would help the IT companies in Ahmedabad. Such systems can enhance commitment, organizational commitment, contentment, and motivation of the employees.

CONCLUSIONS AND RECOMMENDATIONS

The purpose of current research is to provide significant information regarding leadership behaviours and its impact on organizational productivity and employee engagement in the IT industry of Ahmedabad. The outcomes are expected to facilitate the identification of leadership solutions for creating better competitiveness and sustainability of the local IT firms.

1. Longitudinal Studies: On the basis of these findings, the future research should adopt longitudinal research design to establish how leadership styles and organisational culture influences employee satisfaction and performance at different time intervals.
2. Multi-Level Studies: The research propositions proposed in the present study should be tested with multi-level research designs to capture the impact of the given typology of leadership on organizational

performance and employee satisfaction at various levels of analysis (individual, team, organization).

3. Cross-Cultural Studies: It will be beneficial for future research to examine the effect of leadership behaviour on organisational results and employee engagement in relation to different cultures.
4. Comparative Research: Future research should elaborate the moderating role of leadership behaviours on organizational performance and employee 'Job' satisfaction in different industries and sectors.
5. Qualitative Research: Therefore, future studies should incorporate qualitative research design in order to determine other nuances that the leadership style affects in an organization and its employees.
6. Experimental Research: Future research should use an experimental research design in order to establish the relationship between leadership behaviour and the degree and nature of organizational outcomes and employee satisfaction.
7. Research on New Leadership Styles: Subsequent research work should consider examining the effects of new forms of leadership such as; servant leadership and authentic leadership on organizational performance and employee satisfaction.
8. Research on Technology's Influence: This work should be extended in future to examine how the use of technology moderates the link between leadership characteristics and organizational performance or employee satisfaction.

FURTHER STUDY

This research still has limitations so further research is still needed on this topic "To Study the Impact of Leadership Styles on Organisational Performance and Employee Satisfaction Among Employee of IT Industries in Ahmedabad".

REFERENCES

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.

- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Harkani, P. W., Tedwani, M., Bhatt, P., Scholars, A., & House, R. (2012). GLOBE: A twenty-year journey. *Journal of World Business*, 47(4), 504-518.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behavior for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING- A New WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, keshwani, R. K. (2017). *Servant leadership: A journey into the nature of legitimate power and greatness*. Maulik Press.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Patel, R. K., & Shah, P. (2022). Leadership Styles and Organizational Performance Questionnaire (LSOPQ). *Journal of Vocational Studies*, 12(3), 21-25
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pradhan, U., Sholay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Rathod, A. B., Harkani, S. L., & Patel, M. P. (2011). Key questions regarding work engagement. *Journal of Work and Organizational Psychology*, 20(1), 4-28.

- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII (12(II)), 155-167.
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternatives* (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Sherwani, Vidani, K. H. (2019). Life cycle
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki & Vidani. (2015). Motivational synergy: Toward new conceptualizations of intrinsic and extrinsic motivation. *Human Motivation and Social Change*, 18(3), 164-184.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Solanki, Vidani. (2019). Re-examining the components of transformational and transactional leadership using the Multifactor Leadership Questionnaire. *Journal of Occupational and Organizational Psychology*, 72(4), 441-462.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and

- Strategic Management: Key to Success (pp. 77-80). Pune: D.Y. Patil University Press.
- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, A. H., Harkani M. C., & Sherwani, M. L. (2010). Transformational, transactional, and laissez-faire leadership styles: An analysis comparing women and men. *Psychological Bulletin*, 136(3), 391-415.
- Vidani, B. M. (2015). *Leadership and performance beyond expectations*. Free Press.
- Vidani, B. M., & Solanki, B. J. (2017). *Full range leadership development: Manual for the Multifactor Leadership Questionnaire*. Mind Garden.
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR. MANMOHANSINGH. *The Indian Writer's e - Journal*, 1(1), 1-14.
- Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self-Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures (Vol. 1)*. Online: Education Publishing
- Vidani, J. N. (2018). MERGER AND Acquisitions: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Perineurial Products in the

- Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), Transformation Through Strategic and Technological Interventions (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. National Conference on "Multidisciplinary Research in Social science & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector the Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. Governance in E-commerce: Contemporary Issues & Challenges (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on

- startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV (6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). *MENTAL HEALTH START-UP: MOODCAFE*. *Economic Challenger: An International Journal*, 21(84), 35-42.