

The Impact of Transformational Leadership and Organizational Culture on CSR

Bachelor Thesis for Obtaining the Degree

Bachelor of Science

in

Advanced International Management

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed. In particular, I did not use any text generators or other paraphrasing tools. My thesis was not proofread.

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Abstract

Topic: The impact of transformational leadership and organizational culture on CSR

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Content: The ongoing shifts in the world currently cause the emergence of substantial leadership changes in confronting today's crisis situations in society, business, governance and on an individual level. The importance of appropriate modern leadership, which will facilitate adaptation whilst also providing adequate empowerment and support to people is vitally demanded, to be efficient in constantly evolving global circumstances. Thus, this thesis aimed main aim was to determine the relationship between transformational leadership and organizational culture with regard to triggering the emergence of social change for the good of the society, environment and sustainable business operation, thereby influencing and encouraging CSR implementation.

Qualitative research was conducted in a form of semi-structured interviews of experts in the fields of leadership and transformational leadership to obtain an essential knowledge and broader perspective of transformational leadership and its influence. Thorough analysis of existing literature was carefully carried out prior to primary data collection. The findings revealed, that transformational leadership is positively related to shaping organizational culture and is indirectly linked to emphasizing and encouraging CSR implementation in organizations. Although, it important that a leader has genuine and ethical intentions as well as capability to empower, communicate vision and guide subordinates. Moreover, the leader must be a role model figure to provide safe environment to individuals, motivate necessary self-transformation and build strong relationship. However, the direct impact of transformational leadership on CSR was not observed in both literature and unit of analysis , which implies further research. Likewise, long-term impact of practicing transformational leadership has to be further established.

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