

## THE ROLE OF LEADERSHIP IN ENSURING EFFECTIVE MANAGEMENT OF THE ORGANISATION

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Managing an organisation in today's economy requires not only high professional competence, but also the ability to be an effective leader. Leadership plays a key role in achieving organisational goals, shaping organisational culture, motivating staff and improving the overall performance of the organisation.

Leadership in management is seen as a process of influencing employees in order to involve them in achieving organisational goals [1]. Unlike traditional administration, which focuses on the implementation of procedures and regulations, leadership is aimed at developing creativity and motivating subordinates. A leader not only manages people, but also helps them to discover their abilities, creates a vision of a common goal and helps them achieve it.

Effective leadership is based on such important factors as emotional intelligence, communication skills, the ability to make responsible decisions, and the flexibility to change the management style depending on the situation and needs of employees. A leader should inspire his or her subordinates to self-realisation, promote the development of their competences and create conditions for their professional growth.

Management practice shows [2] that organisations with a high level of leadership demonstrate better results in achieving strategic goals, implement innovations more effectively and overcome crisis situations more successfully. Leaders play a crucial role in shaping an organisational culture based on shared values, mutual trust, responsibility and result orientation.

There are different leadership styles, among which the most common are authoritarian, democratic and liberal. The authoritarian style involves concentration of power in the hands of the leader and strict control over the actions of subordinates,

which can be effective in situations requiring quick decisions or strict adherence to certain instructions. The democratic style is based on the involvement of employees in the decision-making process, which promotes teamwork and increases work motivation. The liberal style involves maximum autonomy of subordinates and is most often used in teams with highly qualified employees.

Successful leaders have the ability to adapt their management style to a specific situation and team characteristics [3]. They can vary their behaviour, taking into account the level of competence of employees, the complexity of the task, the level of motivation and other factors. This approach is called situational leadership and is considered one of the most effective in modern management.

In the context of leadership, the concept of transformational leadership [4] is of particular importance, as it involves not only achieving short-term goals but also a profound change in organisational culture and the formation of a new vision of the organisation's development. Transformational leaders are able to motivate employees to overcome their own limitations, promote innovative thinking and stimulate the desire to achieve high results.

The world's leading companies, such as: Microsoft, Amazon, and Tesla - actively use transformational leadership models to ensure their sustainable development. Their leaders demonstrate a high level of engagement, ethical standards of behaviour, the ability to think strategically and continuously learn.

It should be noted that the development of leadership characteristics requires systematic self-improvement. A leader must constantly improve his or her management and communication skills, be open-minded, learn from his or her own mistakes and maintain a balance between personal and professional goals.

In addition, the modern approach to leadership takes into account the importance of the ethical component. A leader is responsible not only for achieving business results, but also for creating a fair, inclusive and safe working environment. Ethical leadership increases trust in the leader, strengthens the reputation of the organisation and reduces the risk of conflicts in the team.

Thus, the role of leadership in managing an organisation is extremely important and multifaceted.

Leaders shape not only the direction of an organisation's development, but also define its values, create conditions for employees to realise their potential and ensure the sustainability of the enterprise in the face of constant change. Successful leadership is the key to the long-term success, innovative development and competitiveness of an organisation in today's globalised world.

### References:

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