

The Availability of Green Transformational Leadership in the General Company for Electrical and Electronic Industries: A Field Study

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Abstract

Due to the absence of previous studies discussing the availability of transformational leadership in the General Company for Electrical and Electronic Industries / Baghdad - Al-Waziriyah, this study develops a research framework to fill the research gap. This study explores the effects of green transformational leadership on the company under consideration. Green transformational leadership, which can successfully stimulate the innovation performance of organizations, contributes to the development of new ideas in the innovation process. Through its four dimensions (ideal influence, inspirational motivation, intellectual stimulation, individual considerations). The results of the current study generally indicate that the company's leadership must possess sufficient capabilities that enable it to motivate human resources and that the leader behaves in an exemplary manner that human resources seek to emulate and gain. Through it the trust, respect and appreciation of human resources and encourages them all to discover solutions to the complex problems facing the company. The results of the statistical analysis of the current study indicate The general arithmetic mean is average for the variable green transformational leadership, which indicates that the data is homogeneous, this means that the level of green transformational leadership is within a somewhat average level in the company under study according to the respondents' point of view. We recommend that the management of the company under study possess a green transformational leadership that enables it to motivate its human resources.

Keywords: Green Transformational Leadership.

Introduction

In recent years, industrial organizations have begun to face increasing pressure from stakeholders to consider the impact of their operations on the environment in general. To benefit from renewable energy resources, in addition to increasing customer awareness. Where local and international regulations compel organizations to conserve the environment as well as consider the impact of their operations on natural resources through transformational green leadership, this has led to a change Customers' perspectives and encouraged them to choose the products or services of organizations that cause the least harm to the environment. Through this, it seemed that organizations should apply the green transformational leadership style not only in their products and services, but also in their activities where they do not harm the environment. The green practices of organizations make them have Great potentials to confront issues related to the environment, so the research deals with a group of investigations represented by the research methodology, the theoretical side and the field side, and a set of conclusions and suggestions.

Research Methodology

The research methodology includes the problem, importance and objectives, as well as the research hypothesis and my agencies:

First: The Research Problem: The research problem lies in the knowledge of the General Company for Electrical and Electronic Industries under discussion with the concept of green transformational leadership and the application of this concept.

Second: The Importance of the Research: The importance of the research comes through the researcher's attempt to provide a theoretical framework that demonstrates green transformational leadership, as most Iraqi organizations need to be in line with international requirements, through a contemporary concept that combines indicators of ideal influence, inspirational motivation, intellectual stimulation and individual considerations.

Third: Research Objectives: By defining the research problem and its importance, it is possible to determine the research objective as follows:

1. Identifying the level of availability of green transformational leadership in the company under study from the point of view of a number of respondents.

The Theoretical Side

1. Historical Review of GTFL

Transformational leadership has become an important topic in the field of leadership and has a critical impact on human resource behavior and also has a direct impact on creating an innovative atmosphere of encouraging team members, as it is one of the important internal materials and capacity in environmental management (Sosik, 1998). The concept of transformational leadership has developed Transformational leadership to environmental transformational leadership in which leaders demonstrate a clear and coherent environmental vision for human resources and serve as role models by sharing their environmental values and discussing the importance of sustainability Taking measures that show commitment to addressing environmental problems and motivating human resources by presenting a picture of the future, where work activities are more environmentally sustainable, and talking about what needs to be done to create this future and transfer confidence in human resources capabilities. Moreover, environmental transformation managers may encourage HR to question assumptions about environmental issues and to consider new and diverse ideas to solve these issues. It is expected to influence green human resource behaviors (Robertson & Barling, 2013). (Egri & Herman, 2000) was the first to develop a model and define environmental leadership as the ability to influence human resources to achieve a vision of environmental sustainability in the long term. The results of their study led to the conclusion that both the green transformation method and the transaction method are required for an effective environmental leader., The transactional leadership style relies on the use of resources with little attention to social and environmental concerns, while the transformative green style is more appropriate because it involves building a vision, aligning resources, and motivating human resources to achieve common goals Green transformational leadership is the product of transformational leadership in the field of environmental protection, which was first proposed by (Chan & Chang, 2013) with reference to the concept of transformational leadership presented by (Bass). If the transformational leader has green values.

2. The Concept of Green Transformational Leadership

Green transformational leadership refers to the development of new ideas about green products, green services, green processes, or green practices that are judged (Yu Shan, 2013) from the point of view of (Mittal & Dhar, 2016) that green transformational leadership means Behaviors of leaders trying to create a clear vision to motivate human resources. Researchers agree that human activities in organizations are the main cause of environmental degradation, as green transformational leadership is known to motivate human resources to acquire new knowledge and make them participate and engage in Activities related to the green process and product development that allow the organization to provide green goods or services in the market and improve its performance (Le & Lei, 2018). (Ruberteson, 2018) believes that the success of environmental efforts depends on the behaviors of leaders and human resources where leaders realize Those interested in integrating environmental management into their business technologies need for a change-oriented leadership style, green transformational leadership is seen as a critical resource in environmental management in an organization (Zhou, et al., 2018). We conclude from the above that green transformational leadership is a leadership behavior that motivates human resources to achieve the goals of the organization by developing the performance of green products that achieve the organization a competitive advantage, taking into account the surrounding environmental issues.

3. The Importance of Green Transformational Leadership

Leaders play a key role in the green product development team because they can use their knowledge, leadership, empathy, and ability to persuade human resources to achieve goals (Nembhard & Edmondson, 2009). Therefore, transformational green leadership is important for developing new ideas in the process of developing green product performance, where transformational leaders act as a catalyst by inspiring human resources to look at problems in a new way, besides that includes green transformational leadership Behavior that prompts human resources to think of new ideas (Keller, 1992). Thus, transformational green leadership that encourages team members to visualize problems from a different point of view can enhance team creativity (Elkins & Keller, 2003). Transformational leadership can provide support and encourage human resources to view problems from a new perspective and communicate a clear vision. In addition, it has a positive impact on organizational innovation (Jung et al., 2003).

4. Dimensions of Green Transformational Leadership

Organizations have shown great interest in the concept of transformational leadership and its dimensions, and this is what prompted many researchers and writers to conduct more research and studies to identify dimensions through which transformational leadership behavior can be measured.

The researchers began to study green transformational leadership and environmental practices to save the environment, where transformational leadership is a continuous process through which the leader changes the values of human resources and their current motives and transforms them for the good of the organization by formulating A clear future vision that supports the organization's future position. Because of the growing interest in environmental sustainability, researchers have discovered how transformational green leadership can change behavior to be more environmentally friendly and increase environmental performance.

The dimensions adopted by (Bass & Avolio, 1995) are the most widely used and later developed by Robertson, 2018) for the purpose of identifying the dimensions adopted by this study as indicators to measure the impact of the deployment of the green quality function on the development of green products through leadership. Green transformationalism, which specifically aims to improve the pro-environmental performance, as follows:

1. Perfect Effect

Leaders serve as role models in environmental behavior as they enable human resources to adopt this type of behavior, and they also develop an environmental vision that inspires human resources. Positives in the minds of human resources, which raises their dedication and commitment (Robertson & Barling, 2017).

2. Inspirational Motivation

Some researchers consider motivational leadership as something that is not searchable, as it is considered after inspirational leadership of the innate characteristics of the leader, that is, the personality is nothing but a talent that is not acquired and changed (Avolio & Yammarino, 1991).

3. Intellectual Stimulation

Intellectual stimulation means stimulating human resources to think in new ways to solve problems and use logical thinking before taking any action (Bass & Stidlmeier, 1999).

4. Individual Considerations

In this dimension leaders who show individual considerations based on close relationships with human resources to promote environmental values and demonstrate empathy, as they help them build their capabilities and capabilities (Bass & Avilio, 1994).

The Field Side

Affirmative factor analysis of the green transformational leadership variable:

Depending on the Structural Equation Modeling method, the matching quality criteria were tested for the mediating variable consisting of four sub-dimensions (ideal influence, inspirational motivation, intellectual stimulation, individual considerations), as in Figure (1) below.

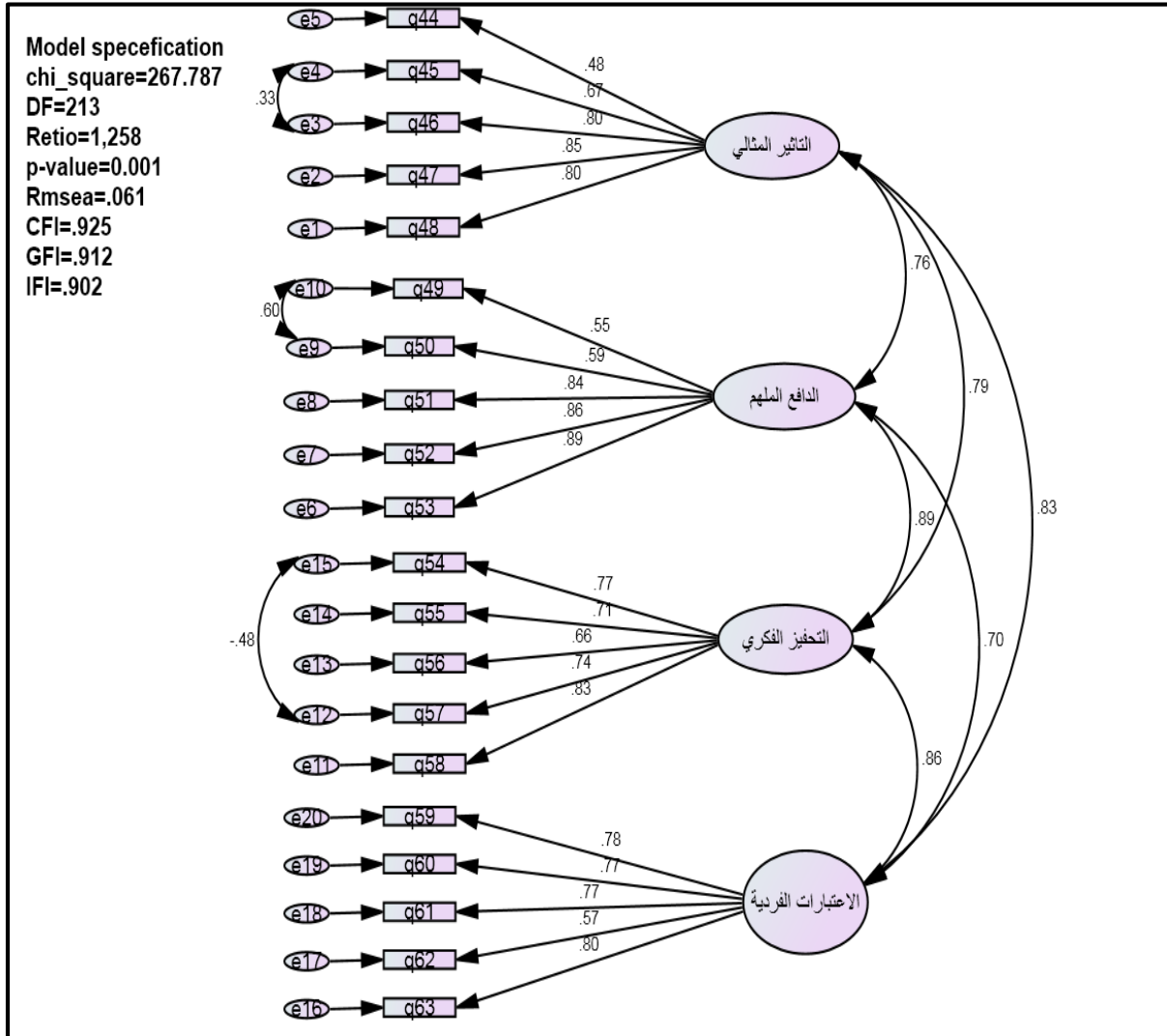


Figure 1: Confirmatory Factor Analysis of the Green Transformational Leadership Variable

Source: Amos v. output. 24

As shown in Figure (1) above, the indicators of quality of conformance standards (Rmse = 0.061; p-value = 0.001; GFI = 0.912; CFI = 0.924; IFI = 0.902) are all within the limits of acceptability where all the assessments of the scale items were acceptable when C.R is greater than 1.96, as in Table (1).

Table 1: Estimates of the Green Transformational Leadership Variable

Item	Estimate	S.E.	C.R.	P	Cronbach's α
q48	.802	.083	7.396	***	.902
q47	.853	.072	14.656	***	
q46	.797	.076	13.447	***	
q45	.672	.089	10.813	***	
q44	.478	.083	7.396	***	
q53	.887	.063	6.196	***	.949
q52	.862	.058	18.357	***	
q51	.840	.057	17.471	***	
q50	.589	.083	10.117	***	
q49	.546	.078	9.173	***	
q58	.832	.076	11.378	***	.921
q57	.737	.073	12.965	***	
q56	.662	.076	11.378	***	
q55	.711	.067	12.514	***	
q54	.773	.066	13.890	***	
q63	.804	.086	11.378	***	.933
q62	.572	.072	9.098	***	
q61	.772	.069	13.099	***	
q60	.767	.074	12.977	***	
q59	.779	.069	13.238	***	

Source: SPSS output. V.24 & Amos v. 24

First, Descriptive Statistics

Descriptive statistics deals with the apparent form of the data without studying the relationships or the correlation between them, i.e. the data are clearly tabulated and summarized and can be used to describe the sample's views towards the study variables, their dimensions and paragraphs without recognizing the relationship between the variables from the viewpoint of that sample. The five-point Likert scale was used for the purpose of evaluating the responses and opinions of the study sample, whose values range from (1-5). To achieve the purpose of this statistic, two of the most common and important tools in this field were used, namely the arithmetic mean, which shows the extent or degree of agreement or disagreement of the opinions of the study sample on the existence of the phenomenon on the ground, and the standard deviation, which indicates the extent of dispersion and deviation of opinions. About that phenomenon about its arithmetic mean. In addition, the relative importance tool was used for the purpose of identifying the order of the paragraphs of the dimension or the dimensions of the variable by dividing the arithmetic mean by the maximum degree of the scale which is (5). The responses are evaluated according to the arithmetic mean according to the following: 1 to 1.49 "strongly disagree", 1.50 to 2.49 "disagree", 2.5 to 3.49 "neutral", 3.5 to 4.49 "agree" and 4.50 to 5 "strongly agree". The results of descriptive statistics will be discussed first for paragraphs, then variables and dimensions as Agencies.

Descriptive Statistical Analysis of the Green transformational Leadership Variable: This variable represented (20) paragraphs distributed over four dimensions, the mean (mean) and standard deviation (S.D) were used for the purpose of evaluating the responses of the current study sample. Table No. (2) shows the results obtained, as follows.

Table 2: Results of the descriptive statistics for the variable (Green Transformational Leadership)

NO.	Mean	Std. Deviation
What is the value of that public interest	2.7177	1.91026
A leader behaves in an exemplary manner that employees seek to emulate	2.7260	1.02947
A leader acts in a manner that commands the trust, respect and appreciation of employees	2.8230	1.94678
Possesses the ability to persuade employees to increase their enthusiasm for work	3.8852	.83564
It prioritizes building a set of shared values among employees	2.8517	.86714
Perfect effect	2.8038	1.73082
The leader directs the employees to work in a team spirit	3.9091	.88598
It is concerned with motivating employees to achieve the goals and vision of the company	3.9378	.94612
It stimulates the spirit of enthusiasm to work among the employees	3.8325	.90176
Encourages employees to achieve more than they expected	3.8708	.96952
It provides a collective sense of administrative tasks	3.8373	.88380
inspirational motivation	3.8775	.80259
A leader shares with employees their ideas and listens to their perspectives when trying to solve business problems	3.8086	.86698
Encourages all employees to discover solutions to complex problems facing the company	2.8373	1.91059
Constantly trying to find out what employees would like to achieve in their working life.	2.7656	1.01316
Suggests new ways to accomplish work tasks	3.7464	.93428
Allows employees to think about old problems in new ways	2.8086	.89964
intellectual stimulation	1.7933	1.76268
Listens carefully to the opinions of employees and respects their convictions	2.7177	.94142
It treats employees as human beings rather than members of a group	3.8373	.94174
It is concerned with satisfying the personal needs of the employees	2.9139	1.94678
He deals with each employee in an appropriate manner	3.6842	.95866
Shows personal interest in employees who are not accepted by their colleagues	2.8182	1.9536
intellectual considerations	2.7943	.8002
Green Transformational Leadership	3.4211	1.7016

It is clear from the results of the above table (1) that the general arithmetic mean of the green transformational leadership variable reached (3.42) with a deviation A general standard of (1.70), which indicates that the data is homogeneous, which means that the level of green transformational leadership is within a somewhat average level in the company under study according to the respondents' point of view. Which, of course, reflected positively to some extent on their answers. These results, in general, indicate that the company's leadership must possess sufficient capabilities that enable it to motivate human resources, and that the leader acts in an exemplary manner that human resources seek to emulate, and through which he enjoys the trust, respect and appreciation of human resources, and encourages them all to discover solutions to the complex problems facing the company. He constantly tries to identify what human resources would like to achieve in their working life (career) and is interested in satisfying the personal needs of human resources to achieve the company's goals and find common values that would contribute to the development of environmental performance in line with its aspirations.

Conclusions and Recommendations Conclusions

1. The results of the current study generally indicate that the company's leadership must possess sufficient capabilities that enable it to motivate human resources, and that the leader acts in an exemplary manner that human resources seek to emulate and to gain through him the trust, respect and appreciation of human resources and encourage them all to discover solutions to the complex problems facing the company.
2. The results of the statistical analysis of the current study indicate that the general arithmetic mean is average for the green transformational leadership variable, which indicates that the data is homogeneous, which means that the level of green transformational leadership is within a somewhat average level in the company under study according to the respondents' point of view.
3. The results of the study indicate that the leader is constantly trying to identify what he wants human resources to achieve in their working life (career) and is interested in satisfying the personal needs of human resources to achieve the company's goals and find common values that will contribute to the development of environmental performance in line with its aspirations.

Recommendations

1. We recommend the management of the company under study to have a green transformational leadership that enables it to motivate its human resources.
2. The General Company for Electrical and Electronic Industries can work to increase cooperation and coordination between its divisions in order to achieve the company's goals, especially environmental goals.
3. It is preferable for the management of the General Company for Electrical and Electronic Industries to develop remedial measures for the waste generated as a result of production operations and not to be satisfied with collecting and throwing them.
4. The General Company for Electrical and Electronic Industries can work on developing the creative and innovative skills of employees and participate in training courses to spread environmental awareness, encourage them financially and morally, and provide opportunities for them to participate in developing their ideas and innovations to improve the quality of green products and develop the company's competitiveness.

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