

# **THESIS**

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**The impact of poor leadership on the company's revenue streams,  
decision-making, company's culture, and decision making**

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# The impact of poor leadership on the company's revenue streams, decision-making, company's culture, and decision making

Appendix 4 – Declaration

## STUDENT DECLARATION

Signed below, Saeed Ibrahim, student of the Szent István Campus of the Hungarian University of Agriculture and Life Science, at the BSc/MSc Course of Management and Leadership declares that the present Thesis is my own work and I have used the cited and quoted literature in accordance with the relevant legal and ethical rules. I understand that the one-page summary of my thesis will be uploaded on the website of the Campus/Institute/Course and my Thesis will be available at the Host Department/Institute and in the repository of the University in accordance with the relevant legal and ethical rules.

Confidential data are presented in the thesis: yes no\*

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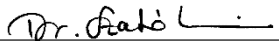
## SUPERVISOR'S DECLARATION

As the primary supervisor of the author of this thesis, I hereby declare that the review of the thesis was done thoroughly; the student was informed and guided on the method of citing literature sources in the dissertation, and attention was drawn to the importance of using literature data in accordance with the relevant legal and ethical rules.

Confidential data are presented in the thesis: yes no \*

Approval of thesis for oral defense on Final Examination: approved not approved \*

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## Abstract

This inquiry will focus on destitute leadership and a few of its impacts on the companies, such as income creating and streams, and on the social side, too, the awareness of decision making. Taking into consideration the employee's execution and its relationship to leadership and examining the effect of dejected administration behaviors on the good thing about the organization. Both leadership and decision-making are terms that are genuinely considered to be significant in the operations of any organization, society, or country.

The investigation focused on poor leadership leads to minimizing income, and the company's culture gets influenced by destitute leadership, also destitute administration comes about in making off-base choices and final but not slightest employees execution is passed on to leadership success.

This research collected two types of data: qualitative and quantitative. Qualitative data was obtained through interviews with industry pioneers and top leaders. Consulting company leaders focused on leadership were also interviewed. Questionnaires are used to gather reliable data from employees and leaders in various industries. The goal is to reach as many respondents as possible and enrich the research data. The two primary data collection methods (interviews and questionnaires) and secondary data (literature review) complement each other to provide trustworthy and valuable information for the topic at hand.

Effective leadership is crucial in sales as it impacts all aspects of the business. Engaged employees go the extra mile to achieve company goals. Poor leadership causes chaos, misunderstandings, and low morale leading to a negative impact on the organization's culture including high turnover and lack of vision and synergy. Without a proper reaction and decision-making, employees are confused about company goals and processes. Lack of clarity in decision-making causes misalignment and conflicts among employees.

## Summary

Research findings are tied to study objectives, answering how poor leadership affects revenue, culture, and decision-making. 175 questionnaires were collected through Google Forms. In this study, (76%) were males, (23%) were females, and (1) was undefined. Most respondents are aged 18-24 (54.7%) and the majority are low-level employees (47.4%). Few senior managers (9.7%) responded. 106 respondents stated the importance of a healthy leadership environment. Continuous employee development is crucial for a healthy workplace, as 94 respondents with 53.7% agreement found. Effective leadership requires a strong connection with employees, but 72 respondents reported feeling stressed due to poor relationships with their leaders. Making mistakes is natural. However, a leader's actions can contribute to mistakes. 82% of respondents admit to making mistakes. Leaders are crucial in supporting, teaching, and guiding employees. Ignoring employee feedback can be destructive. Respondents were asked if their leader listens effectively. 85 said they hesitate to speak with the leader, but 68 said they do not hesitate at all. Effective listening is crucial for fruitful communication. 82% of respondents reported that their leaders listen to them effectively, resulting in positive communication and improved employee performance. Interviewees agree: good leadership is critical for sales success. Engaged employees go the extra mile under effective leaders. A specialist's ability can significantly impact service, according to an interviewee. Leaders oversee strategy, customer interaction, communication, delivery, and positive outcomes. If poor leadership is the cause, focusing on quality instead of profit is necessary for balancing revenue. Without strong leadership, the team becomes chaotic with misunderstandings, unclear expectations, and understatements. This leads to negative effects on the culture of the organization such as low morale, high turnover, and a lack of vision and synergy. Interviewees agree that without proper decision-making, employees are lost. They lack an understanding of company goals and processes. "Lack of decision transparency causes conflict and misalignment among employees." The leader considers team ideas, benefits the company, and fosters teamwork with common goals and attention to every employee. Retain top talent with incentives and transparency to keep good people, drive incentives and align expectations. Reps driven by unfocused leaders, lacking support & direction. Leaders must step up to keep the team motivated and on track. Leaders must guide and motivate their teams by providing direction.

# 1. INTRODUCTION AND BACKGROUND TO THE STUDY

## 1.1 Introduction

This research will focus on poor leadership and some of its effects on the companies, such as revenue generating and streams, and on the cultural sides, also, the consciousness of decision making. Taking into consideration the employee's performance and its relationship to leadership.

Leadership is characterized as the method of having dominance over group exercises in order to realize goals. To execute the leadership assignment, directors attempt to impact the individuals beneath their supervision and motivate and coordinate them to attain the organizational destinations (BORIS GROYSBERG, 2018)

Leadership is the foremost commonly found and talked about but troublesome to characterize the concept. By far, there have been various definitions given. Different researchers characterized it differently. In like manner, leadership has been characterized in terms of traits, behaviors, impact, interaction designs, part connections, and occupation of an authoritative position. It portrays the concepts, thoughts, and hones of leadership as the subject of much thought, talk, composing, educating, and learning. (Gonfa, 2019)

Investigating the impact of destitute leadership behaviors on benefit and client dependability may give an understanding of how to execute income management forms from the leadership point of view in accomplishing set vital income and benefit targets.

Leadership in reality is preparation for impacting devotees. Features of leadership are capacities of time and circumstance and contrast totally different societies and nations. Directors of worldwide organizations ought to get sufficient information on these social characteristics and contrasts and ought to have the most extreme flexibility when executing their authority assignments. (Gholamreza Taleghani, 2010)

Directors, in their parts as pioneers, are confronted with organizational choices that affect approaches and methods each day. Pioneers are anticipated to create choices that will eventually affect all levels of the organization and beyond (clients and society in common). Frequently, these choices require leaders to total and coordinate different sources of inputs quickly. They must



evaluate potential impacts (great and awful), coordinate their proficient and individual encounters, assess bottom-line and money-related information, and assess the responses and bolster of key partners. (Richard J. Eberlin, 2007)

Both leadership and decision-making are terms that are genuinely considered to be crucial within the operations of any organization, society, or nation. These terms have been a major point of investigate in both brain research, social sciences, and other disciplines for nearly a century and have brought forth thousands of observational and conceptual ponders. (Yukl, 2008)

## 1.2 Research question

The main research question of this study is how poor leadership affects the company revenue, culture, decision-making, and employee performance.

This main question is related to 4 other questions presented as the following;

- How can leadership style increase or decrease the revenue?
- How does poor leadership impacts the company's culture?
- How decision making can be affected by poor leadership?
- How does poor leadership reduce employees' performance and not benefit them well?

## 1.3 Research hypothesis

- H1: poor leadership styld leads to minimize the revenue
- H2: the company's culture get effected by poor leadership
- H3: poor leadership results in making wrong decisions
- H4: employees performance is passed on leadership success

## 1.4 The research objectives

This study focuses on poor leadership in order to understand how it can affect the company, therefore, the objectives of the research shown as the following;

- Investigate how poor leadership takes a role in a company's decision-making and generating revenue.
- To study employees' performance and culture under the effect of poor leadership.

## 1.5 The significance of the study and its value

According to Cort (2020), Worker well-being and prosperity are vital concerns for organizations, and it has long been known that social back from pioneers has an autogenic impact on their adherents. Over the past decade, a few models of “healthy leadership” have been presented, with the point of hypothetically joining authority investigations with grant on word-related well-being and prosperity.

Therefore, understanding and investigating how far can poor leadership affect and destroy an organization or a company is very important.

A good leader with high leading skills is something essential to exist in any organization because people who are running organizations and companies with various levels of knowledge, experience, background, and way of thinking. By contrast, poor leadership can lead to unexpected consequences. This research will provide valid recent data on how poor leadership can devastate the whole company.

The research will connect the leadership skills, and styles to the company’s revenue streams, the company culture, decision making, and how it can affect employees’ performance.

*“Through healthy leadership, managers can positively shape responses to organizational offerings and lead through their own behaviors, thus functioning as role models.”* (Jose M. León-Pérez, 2021).

As a result, lacking healthy leadership and poor leadership is an important aspects to take into consideration in any company.

Creating a safe and healthy culture in the organization applies to many aspects; this study will offer data regarding stress, communication openly, and employees’ skills under the effect of poor leadership.

Leadership advancement is one of the foremost critical drivers of benefit since its benefits and disappointments touch each piece of any company. Your productivity depends on those that lead your groups and how effective they are in these 5 regions: culture, engagement, client maintenance, association to the mission, and authority arrangement. Culture is the mentality and behaviors,

engagement is representative excitement and generation, client maintenance is conveyance and execution, association to the mission is procedure and objectives, and authority arrangement is communication. (Crace, 2018)

This study will try to connect these dots together in order to identify how poor leadership is connected to revenue streams.

Well-crafted decision-making is connected directly to leaders who are responsible for moving the company forwards and its development. This research will study the impact of poor leadership on decision-making and provide data to the business market on how important is leadership when making decisions.

Winning employee trust is not an easy task for leaders, the employee's performance and productivity can be affected by the leadership style and skills, a lack of them will lead to an untrusted leader and therefore the employee's performance will be disturbed. This study will try to conduct data related to the employees' performance if the leadership is poor.

### 1.6 The population of the study

This study will not focus on a specific industry for the main reason which is; that humans are the ones who are running a company or organization or family business or even a non-profit organization, as a result of this, the industry is not important as much as the leadership itself because where ever people work together for one goal and one target, leadership is needed the lack of it or having a poor leadership will lead to failure.

The respondents will be reached through questionnaires in order to reach different workers from different places and industries and fields of work.

This study will not focus on a particular industry for the most a reason which is; that people are the ones who are running a company or organization or family business or indeed a non-profit organization, as a result of this, the industry isn't critical as much as the leadership itself.

## 2. LITERATURE REVIEW

### 2.1 Introduction

This chapter will illustrate the theories and literature from a different points of view and authors from different fields of study in order to support the research questions and ideas, the literature chapter will be considered as secondary data.

The literature data will be collected through websites, journal articles, and past research related to the topic.

In addition, revenue streams, decision-making, the company's culture, and employees' performance will be illustrated in detail and explained how are they related to leadership, and the lack of them can be seen as damage in any organization.

### 2.2 Definitions

Leadership: According to Silva (2016) he stated that Leadership is one of those concepts that are very hard to define. He argues that McCleskey (2014), citing Bass (2008) and other authors, argues that the seek for a single definition of leadership may be unsuccessful since the proper definition of leadership depends on the intrigue of the analyst and the sort of issue or circumstance being considered

Leader: A leader is one or more individuals who select, prepares, trains, and impacts one or more supporters who have different endowments, capacities, and aptitudes and centers the adherents to the organization's mission and targets causing the supporters to eagerly and eagerly use otherworldly, enthusiastic, and physical vitality in a concerted facilitated exertion to attain the organizational mission and targets. (Winston, 2006)

Working Culture: an organizational management concept that bargains with the states of mind, convictions, and recognitions of workers relative to the standards and hones followed to by the institution (Bayot, 2020)

Culture: *"It is the enduring set of values, beliefs, and work principles guiding overall organizational behavior"* (Gautam, 2020)

Decision Making: the method whereby a person, gathering, or organization comes to conclusions approximately what future activities to seek after being given a set of goals and limits on accessible assets. (Russo, 2014)

The targeted people or in other words, the population of this study were presented in a short summary, who are they, and why. More details about the population of this study will be presented in chapter 3.

In addition, important definitions were listed in this chapter such as leadership, Leader, working culture, and the culture itself, also the decision-making.

### 2.3 Revenue and leadership

The fizzled execution of the income management prepare to meet planning key objectives on income and benefit can be tended to by the administration of supervisors specifically included in and mindful for executing the method. Leadership drives the execution of trade forms to achieve commerce brilliance and exceptional organizational results. The leadership in executing income management forms gives the required vision, procedure, heading, and relationship building to accomplish set vital targets. (Hammer, 2007)

The complexity of overseeing cost, supply, request, and client connections along with the complexity of the multi-disciplinary collaboration of leaders make challenges in executing the income management handle to meet set vital destinations. The require exists to investigate how authority behaviors execute the income administration handle in creating benefits and in building client devotion. (Belobaba, 2002)

Leadership behaviors in each trade unit drive the execution of the income management handle by controlling the vital levers of cost management, duration management, capacity management, and client relationship management to impact benefit and client dependability. The leadership behaviors comprise of activities, choices, and intelligent with other pioneers and directors driving the execution of the income management handle. A phenomenological case consider plan was utilized in investigating leadership behaviors driving the execution of the existing income management forms and in understanding how those behaviors impact benefit and client devotion in each commerce unit. (Ong, 2008 )

The adaptable leadership hypothesis clarifies how top directors and other leaders can impact the money-related execution of a business organization. Three key determinants of budgetary execution are productivity, adjustment, and human capital. A wide extent of administration behaviors, management programs, auxiliary shapes, and outside activities can be utilized to impact these execution determinants. Management programs and frameworks are as a rule more viable when they are commonly congruous and fitting for the circumstance. Successful execution requires agreeable exertion by the numerous pioneers in an organization, and they must be adaptable and versatile as the circumstance changes. (Yukl, 2008)

## 2.4 Company's culture and leadership

Culture is the inferred social arrangement of an organization: It shapes states of mind and behaviors in wide-ranging and strong ways. Social standards characterize what is energized, disheartened, acknowledged, or rejected inside a group. When appropriately adjusted with individual values, drives, and needs, culture can unleash huge sums of vitality toward a shared reason and cultivate an organization's capacity to flourish. (BORIS GROYSBERG, 2018)

As with any social phenomenon, culture unequivocally impacts not as it were our definitions of authority but moreover how we really lead and what we anticipate of our leaders. One of the major capacities of leaders is the creation and improvement of culture and advancement of the culture and climate of their group or organization, leaders; especially originators, take off an nearly permanent check on the suspicion that are passed down from one era to the following. In reality, organizations regularly come to reflect their founders' identities. (Nahavandi, 2019)

For better and more regrettable, culture and authority are inseparably connected. Founders and persuasive leaders regularly set unused societies in movement and engrave values and suspicions that continue for decades. Over time an organization's leaders can too shape culture, through both cognizant and oblivious activities (now and then with unintended results). The finest leaders we have watched are completely mindful of the numerous societies inside which they are inserted, can sense when change is required, and can deftly impact the method. (BORIS GROYSBERG, 2018)

## 2.5 Decision-making and leadership

In general, leadership decision-making (LDM) among other qualities and capacities of a leader offers progressing imagination and vital unused experiences into leadership and management exercises in all organizational operations. In this respect and for viability, a pioneer must have self-confidence in arrange to assemble and prepare data and illuminate issues. As a result, Pioneers must know what choices to create and keep the intrigued of all partners included. Adherents will be less committed to the group on the off chance that the pioneer questions their choices (Nawaz, 2015)

Participative decision-making influenced assurance, information, and demeanor which contributed to leadership execution. Other than, the as it were demeanor interceded the relationship between participative decision-making and leadership performance. (Nuri Gökhan Torlak, 2021)

According to a study made by James R. Larson (1998) during group decision-making meetings, shared data (i.e., data held by all gather individuals) was brought into the dialog prior and was more likely to be said generally, than unshared data (i.e., one of a kind data held by fair one part or another). These come about are reliable with dynamic data examining the demonstration of group discourse. It too was found that bunches with a participative pioneer examined more data (both shared and unshared) than bunches with an order pioneer, but that order pioneers were more likely to rehash data (particularly unshared) than participative pioneers. At last, it was found that leadership style and the data held by the pioneer earlier to discussion connected to impact bunch choice quality. The pertinence of these discoveries for existing possibility speculations of leadership is talked about.

## 2.6 Leadership and employees' performance

According to (Khan, 2016) The leadership style is the way of giving heading, actualizing techniques, and propelling people towards the achievement of the specified destinations. Leadership styles are duplicated in attitudes and behaviors but these in turn are the result of complex intuition between the way people think and feel.

In a study has been done by Asbari (2021) transformational leadership had a critical impact on status for altering, transformational leadership and availability for altering have a critical impact

on worker performance, and preparation for altering encompasses a positive and noteworthy impact on the relationship between transformational leadership and representative.

## 2.7 Leadership styles

The leadership style of a leader pertains to the manner in which they perform their leadership duties and how they are perceived by their followers or external observers. (Handoko, 2015). Qomariah (2020) states that Leadership styles refer to distinct behavioral patterns that are preferred by leaders who are engaged in the task of directing and exerting influence. The labor force, consisting of individuals employed in various professions and industries, is a crucial component of any economy. The performance and productivity of these workers have a significant impact on the economic growth and development of a country. Therefore, understanding the behavior, demographics, and working conditions of the labor force is of utmost importance in promoting sustainable development and creating favorable policies to support workers.

### 2.7.1 Leadership style and company's culture and employees performance

According to a study that has been made in South Africa in the University of South Africa in the School for Business Leadership; The results of the study indicate that innovation is significantly and positively associated with superior performance. Organizational performance is a critical aspect of business operations. It has been noted that the transformational leadership style holds considerable relevance to this area. The transactional leadership style has a positive correlation with innovation, making it a favorable approach when the goal is to inculcate a culture of creativity and development. The cultivation of an innovative culture. The leadership style known as transformational leadership is distinguished by its close association with the operation of an organization. The concept of performance refers to the ability of an individual or entity to accomplish a given task or achieve a desired outcome. It encompasses various indicators such as efficiency, effectiveness, productivity, and quality. Performance can be evaluated in different contexts, including business, education, sports, and arts, among others. The measurement and improvement of performance are critical for achieving success and attaining organizational goals. Therefore, it is important to have clear goals, well-defined metrics, and objective feedback mechanisms to track and enhance performance. (Steyn, 2015)



In addition, The findings in a research paper implemented by Joyce Chua (2018) indicate that autocratic and laissez-faire leadership styles are associated with lower levels of employee job satisfaction and performance, whereas a transformational leadership style is positively linked to higher levels of employee job satisfaction and performance. These findings suggest that organizations should prioritize the development and implementation of transformational leadership practices to enhance employee well-being and organizational success. The utilization of the democratic leadership approach is known to yield favorable outcomes with regards to enhancing employee performance. Such impact observed has been deemed to be noteworthy based on empirical observations in the realm of organizational behavior. Unfortunately, it is regrettably true that. Based on our empirical analysis, it was determined that the laissez-faire leadership approach does not exhibit any notable impact on the performance of subordinates. The indication herein posits that leaders possessing highly notable styles exert heightened sway over their subordinates. The notion of performance becomes increasingly salient in the context of employees' interactions with their immediate supervisors. Consequently, it is plausible for leaders to implement inventive tactics whilst employing appropriate leadership methodologies to attain optimal work performance, coupled with the attainment of enduring success over an extended period. Hence, it follows that the findings of their study indicate that autocratic leadership is effective in achieving short-term goals, whereas democratic leadership is deemed more advantageous in the long run. The implementation of a coherent and consistent style holds significant utility in enhancing employee performance across an array of temporal horizons.

According to Joyce Chua (2018), The autocratic and democratic leadership styles exhibit a notable and constructive influence on employee performance, thereby presenting contrasting approaches that can have either a positive or negative impact on the employee's work outcome. Notwithstanding, the leadership approach of Laissez Faire has a noteworthy adverse influence on the performance of employees. Autocratic leadership can be improved by the presence of strong leadership, thereby creating a positive impact. A dominant leader who takes control of the situation can effectively execute an autocratic leadership style. In order to efficiently manage tasks and projects, it is crucial for leaders to divide responsibilities among their team members, delegate tasks to appropriate subordinates, and rigorously establish well-defined deadlines for project completion. It is plausible that subordinates might acquiesce to an autocratic leadership approach.

The aforementioned provision enables the members of the workforce to dedicate their focus to executing designated responsibilities while being relieved from the burden of confronting intricate determinations. The aforementioned phenomenon enables the subordinate members to develop a remarkable level of proficiency in carrying out specific responsibilities, thereby conferring advantageous outcomes upon the collective entity. The style of autocratic leadership, owing to its inherent limitations, primarily caters to the short-term period and can result in a host of difficulties in various scenarios. (Joyce Chua, 2018)

Democratic leadership is widely acknowledged as being the most efficacious style of leadership. However, it is imperative to acknowledge that this style does carry with it some potential drawbacks. Under circumstances where responsibilities are not well-defined or time constraints exist, utilizing a democratic leadership style may result in suboptimal communication and incomplete undertakings. In certain instances, members of a group may lack the requisite knowledge or expertise to contribute to the decision-making process in a manner that is deemed high-quality. The implementation of democratic leadership is most effective when the group members possess mastery and enthusiasm in contributing their knowledge towards the collective goal. It is imperative to provide adequate time for individuals to offer their input, establish a course of action, and subsequently partake in a democratic voting process to determine the optimal outcome. In general, the Laissez-faire leadership style has the potential to be a successful approach in certain scenarios, contingent upon the level of proficiency, drive, and self-sufficiency of the group members. The laissez-faire leadership style, as conventionally recognized, involves a completely non-directive approach. However, despite this lack of intervention, a considerable number of leaders maintain an open stance and amenable availability to group members in regards to providing counsel and receiving feedback. Laissez-faire leadership tends to have drawbacks, particularly with regard to situations where group members lack the necessary knowledge or experience to effectively engage in decision-making and task completion. Certain individuals may struggle with setting personal deadlines, effectively overseeing their own projects, and independently problem-solving. In circumstances such as these, project progress may deviate from the intended path and time constraints may not be met if team members are not provided with adequate guidance and feedback from their leaders. (Joyce Chua, 2018)

### 2.7.2 Leadership style and decision making

When confronted with the task of resolving an ethical predicament, leaders express a predilection for a specific style of ethical leadership. Comprehension of the ethical leadership style is advantageous to leaders in comprehending the mechanism they employ when confronted with arduous decisions. This instrument has the potential to facilitate the cultivation and instruction of leaders, teams, and organizations with regard to making more informed decisions, consequently mitigating occurrences, unethical decision-making is often indicative of impoverished ethical judgment. A deep comprehension and appreciation of a leader's ethical leadership approaches are critical to the growth and advancement of leaders and can hold intrinsic advantages in an organizational context. A comprehension of ethical leadership style furnishes leaders with opportunities to comprehend the procedure involved in making arduous decisions. The ethical and moral conduct of contemporary leaders presents numerous challenges, prompting inquiries into their ethical orientation and responsiveness to ethical dilemmas. Such inquiries hold significant importance within the realm of leadership studies. . (Michael C. Chikeleze, 2017)

In a study investigated by James R. Larson (1998), During group decision-making discussions, the author discovered. In group interactions, commonly held information, commonly referred to as shared information, is a crucial element. The term refers to the information that is held by all members of the group or team, making it a vital component for collaboration and effective decision-making. During the earlier discussion, the involvement of certain members was highlighted and given greater emphasis. It is probable that the unshared information was not articulated in its entirety. The singular piece of information exclusively held by an individual member. These findings exhibit congruence with a dynamic information sampling approach. The present study employs the piling model of group discussion. It has been discovered that in groups In the presence of a participative leader, an increased dissemination of information was observed. Groups without a directive leader tend to have more individual contributions (both shared and unshared) compared to groups with a directive leader. However, it is important to note that the presence or absence of a directive leader can have varying effects on group dynamics and outcomes. There is a higher probability that leaders exhibiting directive leadership will engage in repetitively conveying information. Participative leaders are not typically associated with the same degree of exclusivity as their non-participative counterparts. Ultimately, it was determined that the results of his study have indicated that the leadership style utilized by an individual and the

knowledge possessed by said individual are significant factors within the realm of leadership. Before the discussion, there was an interaction that impacted the quality of the group's decision. The significance of the aforementioned discoveries in relation to current contingency theories. The discourse on leadership is deliberated.

### 2.7.3 leadership styles and revenue

According to Mangkunegara (2017), The alignment of human resource management with organizational goals necessitates the implementation of leadership systems that effectively support personnel development, specifically in relation to optimizing employee performance. This in turn requires the presence of a skilled leader who can effectively oversee and catalyze such efforts. The core of organizational development lies in effective leadership.

In organizational contexts where leaders demonstrate exemplary behavior to their subordinates, employees tend to exhibit timely completion of their duties. The present study that the author provide indicates that there exists a significant correlation between leadership style and employee performance in the workforce. Furthermore, employee performance is impacted by incentives in conjunction with the leadership style. The government employs the strategy of providing incentives as a means by which to enhance the quality of work output by its employees. The issuance of incentives by the company represents a concerted initiative aimed at fulfilling the requirements of personnel or staff members. Incentives may be formulated as a suitable form of compensation awarded to employees whose performance surpasses predetermined benchmarks.. (Nurul Qomariah, 2022)

## 3. RESEARCH METHODOLOGY

### 3.1 Introduction

This chapter will clearly define the research methods used to conduct the study, primary and secondary data. As well as qualitative and quantitative data and to explain the necessary data and information to address the research aim, objectives and question was collected. Reasons and justification for the research design, research instruments, data sources, data collection techniques, and data presentation techniques.

Qualitative data will be presented as interviews and quantitative data will be presented as a questionnaire.

The aim of this study is to find out how poor leadership can affect organizations in a vital way from the point of revenue, culture, performance, and decision-making.

### 3.2 Secondary data research

The secondary data of this research was introduced as a Literature Review and was collected by the researcher from related and relevant literature to the subject. For example, journal articles, reports, and newspapers are available online.

The main research problem has been reached through the secondary data presented in a form of articles and journals that justify the main aspects of this research that has a connection between poor leadership and companies' performance and their culture.

### 3.3 Primary data research

The primarily collected data of is research takes two forms; qualitative and quantitative, the qualitative data will be collected through interviews with pioneers and some of the top leaders in the field in order to reach actual and live cases that are related to this research. Leaders of consulting companies whose activities are concerned with leadership will be interviewed as well.

In addition, questionnaires will be introduced to employees and leaders in different operation fields and industries in order to reach as much reliable data as possible. Mainly the questionnaires will aim to conduct a large number of respondents and reach employees as much as it can be possible to enrich the collected data of this research.

The two different types of collecting primary data interviews and as questionnaires and the secondary data which was presented as a literature review will all work and complete each other in order to add valuable, reliable, and trusted data to the field examined topic.

### 3.4 Research design

This research design will take the form of problem research and an investigation that focus on poor leadership and some of its effects on the companies, such as revenue generating and streams, and on the cultural sides, also, the consciousness of decision making. Taking into consideration the employee's performance and its relationship to leadership.

The collected necessary data will be collected through online questionnaires using google questionnaires and the collected data will be analyzed through SPSS software

Primary data was collected using the survey method which took the form of questionnaires designed for online distribution as quantitative data, and interviews were planned as qualitative data. Also, secondary data for this research was presented in the literature review chapter.

The questionnaires were designed to test employees' points of view about each formed question to answer the research questions and investigations that are related to poor leadership and the main aspects of companies and corporations which are revenue streams, the company culture, and the general atmosphere and decision making.

The questionnaires are mainly built to focus on and answer these questions also some other related questions and the hypothesis: poor leadership leads to minimize the revenue. Also, the company's culture get effected by poor leadership. In addition, poor leadership results in making wrong decisions. Taking into consideration, employees performance is passed on leadership success

However, the other two questions of this research will require more details and valuable data that can't be obtained through low-level or random employees, therefore, the interviews with experienced leaders will be held in order to answer these questions;

- How can leadership style increase or decrease the revenue?
- How decision making can be affected by poor leadership?

### 3.5 The population of the study

The respondents are employees in any field that involve management and leaders and different levels of management, Leaders from any field who are responsible about teams and operation.

Any industry or field of operation can add valuable data to this research due to the fact that leadership is managing and directing people to specific target taking into consideration leadership style. Therefore, employees are the focus point to generate data about poor leadership despite the industry.

### 3.6 Research tools

The strategy that has been followed in this research was distributing the questionnaire on several websites and employees related groups online. Also, interviews have been held to answer complicated questions related to the topic

Besides the questionnaire and interviews, this research will use SPSS software in order to analyze and present the respondent in a display of charts, figures, and graphs to answer the research aim.

The questionnaire and interviews will answer the questions related to the objectives that would agree or disagree with the literature such as the questions related to how the employees fit in the company's culture and the leadership style and questions related to their performance under different circumstances and leaders' decisions.

The interviews will focus on more deep questions, for instance, revenue streams based on the leaders, and also how decision-making can be affected due to poor leaders or poor leadership.

Moreover, the questionnaire included a table that shows a scale from "strongly agree" to "strongly disagree" of what is the respondents' reaction to questions related directly to the main aim of this research and its objectives.

### 3.7 Data collection

Mainly, this research focuses on the qualitative data analysis which presented as interviews more than the quantitative data which presented as questionnaires. This is because the nature of this research require more details that are not provided by low level employees or through questionnaires, the research require valuable and data based on experience from great leaders who already exist in the industry who are able to provide deep details about this research

In addition, the questionnaires were distributed through Google forms and analyzed through SPSS and Microsoft excel, the questionnaires provided 175 samples of respondents

The methods selected will provide data as to how poor leadership can affect the company's revenue streams, the company's culture, decision making and employees' performance which could not be approved depending on the literature review only such as to which level exactly can poor leadership make a gap in any organization. By using qualitative and quantitative data collected through interviews and questionnaires respectively the gap in the literature review will be covered.

The questionnaires were distributed and the interviews were distributed through online websites and Google Forms. The SPSS software and Microsoft Excel are used to analyze and present the found data in the shape of tables and figures.

The next chapter will introduce the analyzed data from questionnaires and the interviews using SPSS software and Microsoft Excel in order to answer the main aim of this research and provide supporting analysis for the aim of this research and its related objectives.



## 4. DATA ANALYSIS

### 4.1 Introduction

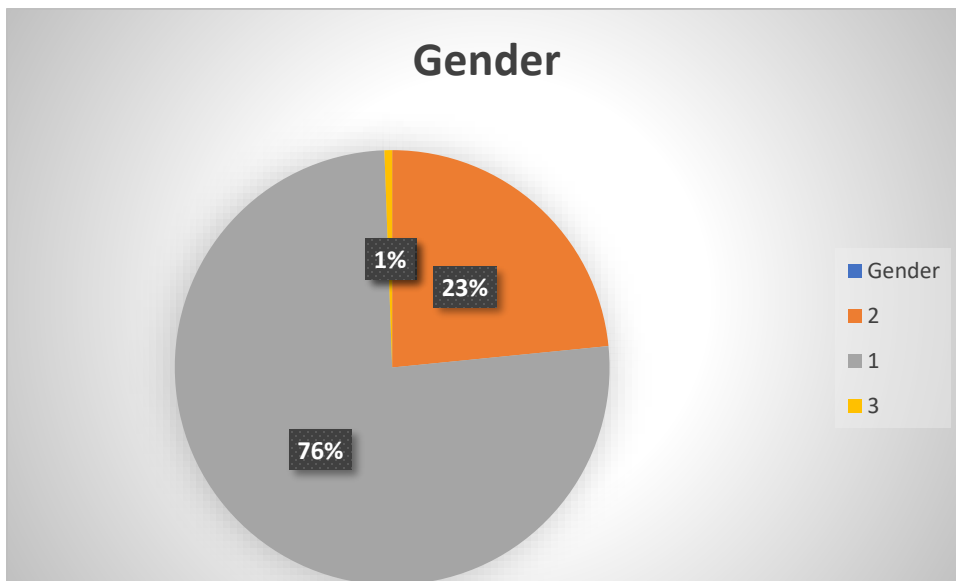
This chapter will introduce all the analysis connected to the data collection and the outcomes of this research, also, it will be divided to 2 parts; quantitative and qualitative data analysis in order to fulfill the main aim and its related objectives to this study as explained before in the Research methods chapter.

The quantitative data will be analyzed through tables, figures, graphs, and charts and by providing a description for each and how the released data is connected to this research literature and objectives. While the qualitative data will be analyzed through categories that represent the data relationship between all the interviews by describing the categories and how they are connected to each other.

### 4.2 Quantitative Data Analysis

The online collected data were downloaded from Google forms as a Microsoft Excel file in a total of one hundred seventy-five (175).

The gender of the respondents is presented as the following:



• Figure 1: Gender

Source: Own editing, 2023

This simple pie chart shows the distribution of respondents regarding their gender and apparently most of the respondents are male with 76%, and 23% Female, however only one respondent did not prefer to say.

Regarding the respondents age category, the respondents were asked to answer this question through a range,

1= 18 – 24,

1= 25 – 30,

3= 31- 45

4= more than 45.

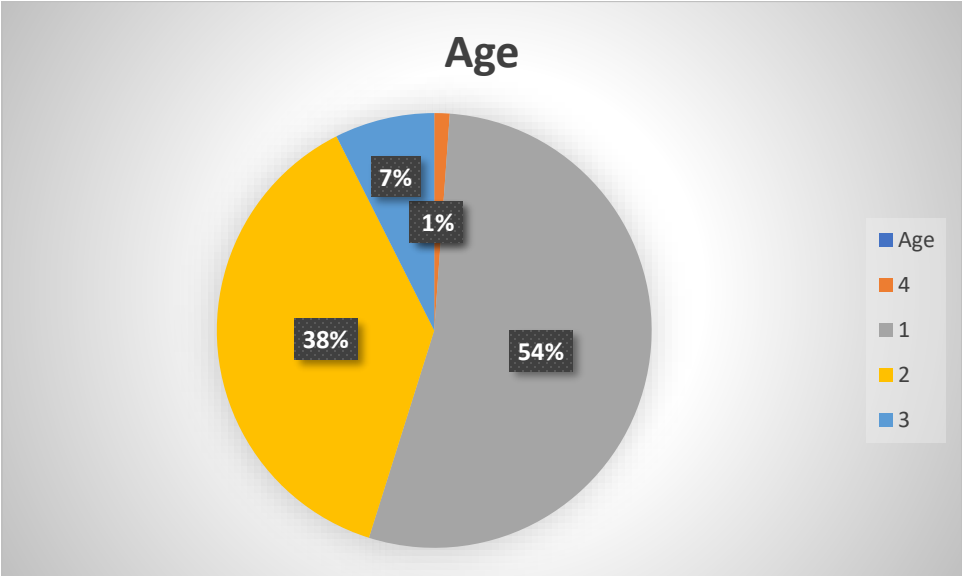


Figure 2: Age

Source: Own editing, 2023

The vast majority of the workers who replied are in the range age of 18- 24, secondly 38% are between 25-30 years old. Also 7% are having the age of 31-45. And last only 1% are older than 45 years.

That means the respondents to this research are young and still in the beginning or in the middle of their careers. Basically the main reason for this question is to find out how old are they and in which category most respondents are fitting in.

After that the respondents were asked to clarify their occupation level if they are;

- 1= Entry-level
- 2= Intermediate or experienced (senior staff)
- 3= Middle management (Leader)
- 4= Executive or senior managers

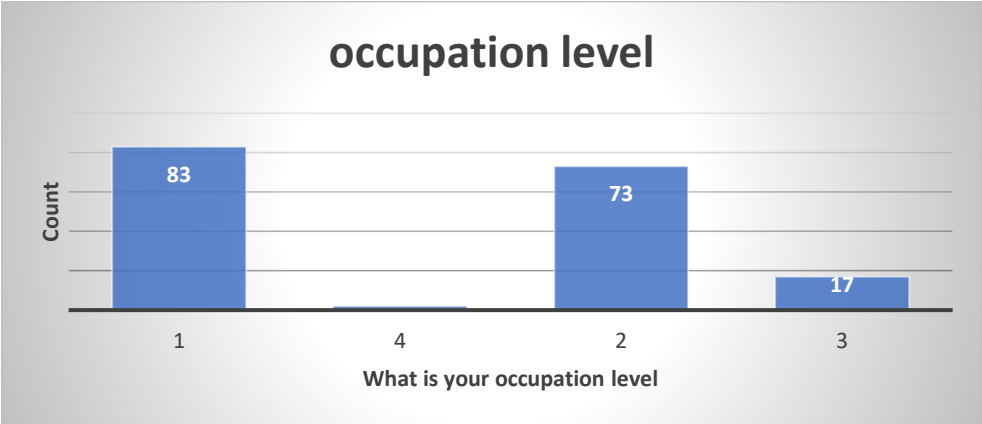


Figure 3: Occupation level Source: Own editing, 2023

83 respondents were on the entry level with 47.4%, secondly, 73 respondents are intermediate or experienced with 41.7%, 17 respondents are middle managers and last only 2 respondents are senior managers

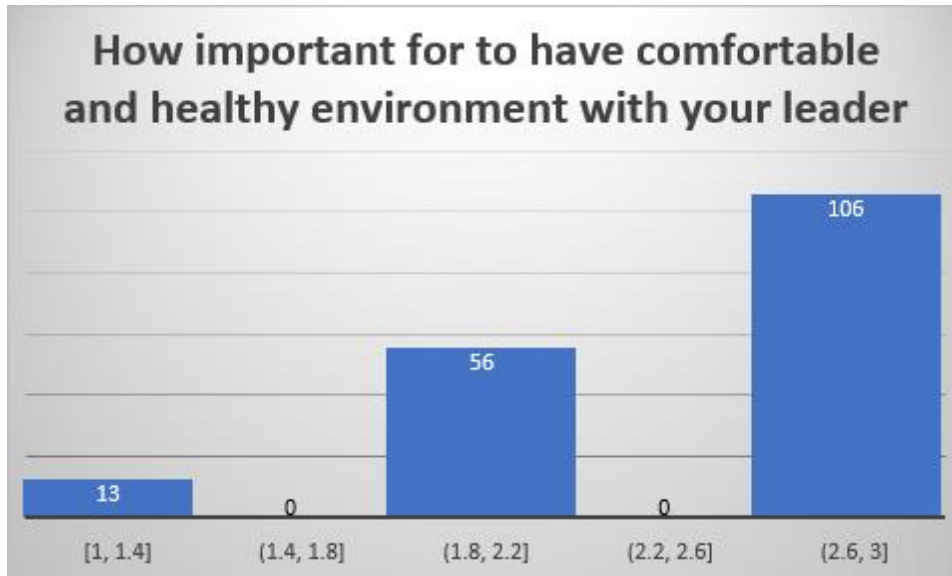


Figure 4: the importance of having comfortable environment with the leader Source: Own editing, 2023

The first category is ( not important at all) where only 13 respondents chose this option, Also, 56 respondents were neutral and 106 respondents see that having a healthy environment with your leader is very important. The summary of this chart is it shows that the majority of employee knows how important is it to have a great leader with a healthy relationship.

The next chart will illustrate how important is it from the perspective of the employees to have continuous development were (1) not important (2) Neutral (3) Important

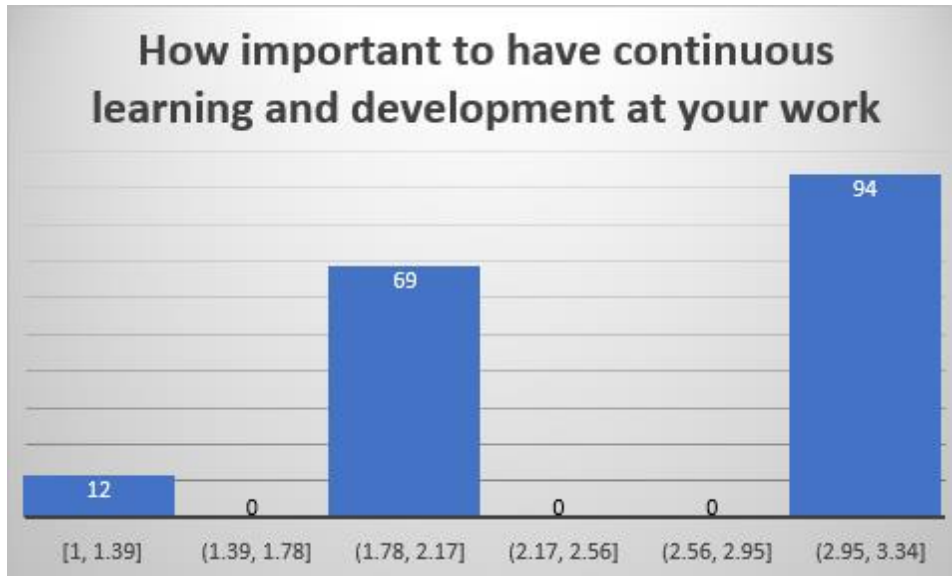


Figure 5: Importance of having continuous learning and development Source: Own editing, 2023

94 respondents with 53.7% agrees on its very important to have continuous development in order to have healthy environment and leadership. Secondly, 69 respondents with 39.4% are Neutral, they did not specify exactly how important is it. Lastly, only 12 respondents with 6.9% saw that it is not important to have continuous learning and development.

Regarding the stress that can be faced by the employees because of their leaders, the respondents were asked how stressed they would be when you they are not comfortable with their leader



Figure 6: stress as a result of not being comfortable with the leader. Source: Own editing, 2023

Stress in any working environment can exist because of many reasons, in this research the respondents were asked if they feel stressed when the relationship between the employee and leader is not comfortable.

72 respondents said that they feel very stressed because of the nature of the relationship they have with their leaders. The second large category where the respondents were neutral is 76 respondents. And the lowest category is 27 respondents who are not stressed at all no matter what relationship they have with their leaders.

Regarding making mistakes because the leader is not qualified enough, this chart explains how often employees make mistakes because of their leaders. Where (1) Never (2) Often (3) Always



Figure 7: Making mistakes because of a not qualified leader. Source: Own editing, 2023

Obviously, it is not a rule here that if the leader is not qualified enough will lead to making mistakes, according to the collected data, 82 of the respondents which is the majority of the respondents said that they often make mistakes because unqualified leader, but 62 respondents said they always make mistakes because the leader does not have enough skills or not qualified. Plus, only 31 think that they never made mistakes because of their leaders.

In addition, the respondents were asked if they hesitate to speak about their problems to their leader.



Figure 8: Hesitating to speak about problems to the leader. Source: Own editing, 2023

If the employee hesitate to speak with his/her leader, it would make a gap in the employee performance, therefore, they respondents were asked if they hesitate or not to speak with the leader and it can be clearly see that the majority of the respondents state that sometimes they hesitate with 85 respondents. Also, 68 respondents said that they do not hesitate at all. And finally, only 22 do hesitate to speak about their problems with their leaders.

In order to find out if there is effective communication between the leader and employees, the respondents were asked if their leader listen effectively to them or not; this pie chart will show the percentages and number of respondents with their experiences with their leaders





Figure 9: effective listening by the leader. Source: Own editing, 2023

82% of the respondents said that their leader listen to them effectively and that communication exists between them. On the other hand, 18% stated that their leader does not listen to them.

The last question was to find out how often does the employee is not doing his/her best because of their leaders



Figure 10: performance passed on the leader. Source: Own editing, 2023

The respondents were asked to choose between these options ((1) Never (2) Sometimes (3) Often (4) Always) regarding their performance based on the leaders

According to the graph, The respondents who respond with (never) and (sometimes) are 28 respondents equal. But for the answer (sometimes) was the highest rank with 78 respondents. And last but not least, 41 respondents said they always feel that they are not doing the highest of their performance because of their leaders.

### 4.3 Qualitative Data Analysis

This section will provide qualitative data represented as analyzed interviews, these interviews will be compared, analyzed, and divided into categories in order to support the research questions.

#### 4.3.1 Revenue-generating

According to the interviewees, the revenue-generating handle is associated with leadership, in the event that the leadership isn't productive sufficient; it can diminish the income of the organization by a critical sum, it is associated through an unused demonstration that combines mindfulness, evaluation, and selection to lock in clients prior and near the bargain for income development. The relationship between income and leadership is to guarantee that all parties are working together to realize shared plans, objectives, and targets. They asserted that leadership development is the most basic viewpoint of making deals, as positive and negative activities influence all commerce sides. The benefit proportion specifically depends on who oversees the group and how effective they are in such regions: culture of interaction, client maintenance, worker engagement, adherence to the company's mission, and the capacity to arrange and discover compromises in case of difference.

Based on these pointers, how a pioneer with all these capacities can increase the company's advantage Engaged workers are those individuals who are willing to work additional time to attain common objectives. Moreover, enchanted with their commitment to the advancement of the company, have a clear understanding that the wage of the commerce depends on their work, have a connection with the group and are committed to the values of the company, and are propelled to bring the trade to a unused level. One of the interviews argues that the most figure that guarantees good benefits in business and a steady salary is the capacity to serve and hold a client well an

individual with a solid character that can essentially affect the level of services given. Leaders create and oversee commerce procedures, client collaboration, control communication, item conveyance, and positive results. Taking into thought adjusting that needs for quality with the weight to produce income requires the pioneer to engage his or her staff to center on quality, to begin with, sometime recently benefit.

In expansion, higher turnover rate, disappointment to attain objectives, lessening on client fulfillment, and diminishment in efficiency as a entire as a result of destitute leadership when it's related to income creating prepare

Moreover, an interview stated that organizational goals require effective leadership systems that support personnel development and optimize employee performance, with a skilled leader overseeing and catalyzing these efforts that will help and be a stone bone in the organization or the company on the long run which result in effective leadership that is essential for organizational or company development.

#### 4.3.2 Cultural sides

A company's culture rises from shared convictions and key states of mind that create from the encounter of business and leadership attitudes. These convictions can take root within the group instantly or over time, but frail and solid trade execution will depend on these components. In this way, it gets to be clear that authority and development are fundamental components in building a flourishing company culture.

When there's no leader on the team, representatives develop a chaotic environment full of mistaken assumptions, understatements, and flawed desires from work. The nearness of clashing objectives, the need for a solid pioneer, and the support of unsteady work eventually slaughter the company's culture and send the trade to the bottom.

Poor leadership results in a negative impact on the culture within an organization in a number of ways such as lack of vision lack of synergy, low morale, and high turnover rate.

Companies that accept leadership adequacy produce a competitive advantage and cannot proceed to disregard half of their worker populace when doing so limits their worker populace, when doing so limits their victory.

The leadership behavior you illustrate on an everyday premise sets the tone of your organization and company culture and frequently implies the distinction between a sound, flourishing working environment and a poisonous environment where no one succeeds and workers feel oppressed before they indeed step within the door each morning.

The analysis of the interviews shows that democratic leadership is effective but has drawbacks. Unclear responsibilities or time pressure can lead to poor outcomes with democratic leadership. Sometimes, group members lack the needed knowledge to make quality decisions. Democratic leadership is effective when group members have expertise and enthusiasm. Allow time for input, establish a course of action, and vote for optimal outcomes. Laissez-faire leadership can work if group members are skilled, self-driven, and independent. This style involves no direction. Despite little intervention, some leaders are available to offer counsel and receive feedback. However, laissez-faire leadership can be problematic for inexperienced group members. Individuals may struggle with deadlines, project oversight, and problem-solving. This can cause progress deviation and missed time constraints without leader guidance and feedback.

poor leaders are speedy to fault others when things go off-base when, in truth, the last duty rests with the organization's leadership. These people are as well caught up in their possess egos and an overstated sense of their open picture. The result? A culture where directors and workers are as well frightened to appear activity or share imaginative arrangements.

#### 4.3.3 Decision-making.

Decisions give direction. Decisions are made in advance so that choices are easy to make.

You've got to be authentic in the event that you need to associate success with the group individuals through the requirement for guardrails for your group. What do you need them to do and not need them to do, moreover how ought they communicate in a way that's both honest to goodness and agent of your brand?

They added that without a response, and appropriate and shrewd decision-making representatives are at a misfortune. They do not know what the objectives are of the company and they do not know why they are working with particular forms. They will fulfill as it were mechanically, not with any shrewdly heading, towards a common objective.

Decision-making at the heart of our individual and proficient lives in any field. Each day we make choices. A few are little, residential, and harmless. Others are more vital, influencing people's lives, vocations, and well-being. Unavoidably, we make botches along the way. The overwhelming reality is that hugely critical choice and by cleverly, mindful individuals with the most excellent data and eagerly are some of the time pitifully imperfect.

Compounding the complicated issues of tall levels of oblivious considering is the need for checks and equalizations in our choice making which can be a result of destitute authority and inventive considering.

They stated that when employees (or leaders) aren't clear almost who makes the choice and what the decision-making prepare is, boundaries get crossed and errors heighten into tall strife. When confronted with strife, it's common to bounce to an arrangement as well quickly. Activity sometime recently clarity leads to making off-base choices

An interviewee proposed that when confronted with what appears like a troublesome choice, to begin with, see at past choices to assist make your choices simpler. See the mission, vision, values, characteristics, and approach, and at that point be guided by the choices as of now made. Fair as you ought to not set boundaries you don't propose to keep, don't make approaches you don't propose to implement. When workers don't get who makes the choice or how choices impact choices, there will be misalignment. And where there's misalignment there will be conflict.

Leadership isn't for everybody and this rapidly gets to be apparent when pioneers make terrible choices. Shockingly, numerous organizations advance individuals into administration positions – where they don't truly have a place – for off-base reasons. Representatives can sense this. They know when somebody isn't prepared for administration obligations and expanded levels of responsibility

#### 4.3.4 Employee performance

The leader is continuously over the subordinates, and they tune in to him. In turn, the leader will tune in to the team's thoughts and reason in a way that's advantageous for the company. Subsequently, a group soul is shaped, and common objectives, and an understanding that no representative will be cleared out without consideration. Representatives effortlessly see occasions

that negate their supposition since they get that the choice of a leader will bring positive comes about to the company. Hence, a well-coordinated group is a key to victory and a tall salary.

retain your best ability with motivation and straightforwardness, you wish to hold on to great individuals. In order to keep these individuals, you would like to drive motivating forces and adjust expectations. Also, be fair and straightforward, This makes a culture of belief and organizations ought to have a week-after-week assembly where they share upgrades from over the commerce, which cultivates trustworthiness at all levels.

Nowadays, businesses of all sorts are realizing that the one thing they can control is the authority improvement of their individuals, in this manner expanding net income amid financial downturns. By preparing group individuals to think approximately nonstop advancement forms and guaranteeing the advancement of their individuals is the best need, those companies will discover themselves on the also side of the income bend.

When leaders need the capacity to supply heading, coaching, and inspiration for staff, organizational culture and assurance regularly endure. Destitute authority is the root cause of tall representative turnover and misfortune of efficiency.

The interviewee agrees that a great leader will communicate with workers routinely to communicate the extent of data and create cooperative energy. Empowering workers to share thoughts and lock in in open dialogs benefits the company and guarantees that everybody is adjusted in seeking the same objectives.

Numerous workers are finding themselves being driven by individuals who need center and vision, fumble assets, and get caught up in corporate legislative issues. Leaders got to step up their amusement and start to supply the specified vital back and course to keep their workers propelled and their groups motivated.

## 4.4 Conclusion

This chapter focused mainly on presenting the analyzed data that have been collected for this research based on the quantitative and qualitative data presented as questionnaires and interviews respectively. The total number of analyzed questionnaires is (175), and (3) interviews.

SPSS software and Microsoft Excel were used to analyze the quantitative data through tables and figures, also, the qualitative data was divided into variables and presented as interviewees' points of view.

The main objectives of this research have been answered in this chapter by determining how poor leadership can affect the company in different aspects as presented before such as revenue generating, decision making, company culture, and employee performance course.

All of these objectives and research questions have been fulfilled and answered and were connected to the literature review which represents the secondary data for this research.

The questionnaires focused on the employees themselves by asking them questions related to their experiences, working conditions, how they feel and react when poor leadership exists, and a scale that represent their point of view of how far they agree or disagree with certain variables. However, the interviews targeted professional leaders from different backgrounds to obtain data and information that could not be provided by normal employees such as the revenue streams and how leadership can affect it positively or negatively. In addition the decision-making and how far it can be affected by poor leadership and its related consequences

The next chapter will present the whole conclusion of this research, also, recommendations related to the outcomes of this study. In addition, to analyze data and reports on the findings, and to make a recommendation (recommendation will be presented in the next chapter).

## 5. Conclusion

### 5.1 Conclusions

The findings of this research either qualitative or quantitative are strongly connected to this study objectives in order to answer the main aim which is how poor leadership can affect the company's revenue streams, decision-making, company's culture, and decision making.

The collected questionnaires are 175 that were collected through google forms.

The respondents of this study based on gender category were (76%) males and (23%) females. And (1) undefined. Also, most of the respondents are having the age (18 to 24) which equal (54.7%) of the total respondents. In addition, the largest number of respondents are employees at a low level which equal (47.4%). While the fewest number of respondents are senior managers which equal (9.7%).

Having a healthy and comfortable environment with the leader is very important where 106 respondents see that having a healthy environment with their leader is very important.

Continuous learning and development for the employees is one of the main aspects of healthy workplace and that's proved by the collected data where 94 with 53.7% respondents agrees on its really important to have continuous development in order to have healthy environment and leadership.

Leadership is a process between the leader and the employee , therefore , without proper connection; leadership will be pointless and according to the collected data 72 respondents asserted that they feel very stressed because of the nature of the relationship they have with their leaders.

Making mistakes is something natural, we are humans and we are subjected to do mistakes every day, however, making mistakes because of the leader can be measurable and controllable, 82 of the respondents which is the majority of the respondents said that they often make mistakes

Your leader at your work is your reference point, he is the one that support , teach, develop and guide the employees. If the leader does not listen to his employees, the consequences might be very destructive. The respondents were asked if their leader listen to them effectively and 85 respondents asserted that sometimes they hesitate to speak with the leader with 85 respondents.



Also, 68 respondents said that they do not hesitate at all. In addition, effective listening is the most important part when we are speaking about listening because listening but not effectively will be pointless 82% of the respondents said that their leader listen to them effectively and that communication exists between them which is positive.

The employees performance can vary from day to day or from month to month, however, the employees performance is connected directly to their leaders, the respondents asserted that 82% of the their leader listen to them effectively and that communication exists between them.

Interviewees agrees on leadership development is the most critical and important aspect of making sales, as positive and negative actions affect all business sides. Engaged employees are those people who are willing to work extra hours to achieve the company goals under effective leadership.

One of the interviewees contends that a specialist with a solid ability can altogether affect the level of administration given. Pioneers improve and oversee trade methodology, client collaboration, control communication, item conveyance, and positive results. The inverse on the off chance that this will be the result of destitute leadership. Taking into thought adjusting that needs for quality with the ought to produce income requires the pioneer to enable his or her staff to center on quality, to begin with, before profit.

When there is no efficient leader on the team, employees cultivate a chaotic environment full of misunderstandings, understatement, and questionable expectations from work.

Poor leadership results in a negative impact on the culture within an organization in a number of ways such as lack of vision lack of synergy, low morale, and high turnover rate.

All the interviewees agree that without a reaction, and proper and wise decision-making employees are at a loss. They don't know what the goals are of the company and they don't know why they are working with specific processes. Moreover, when employees don't understand who makes the decision or how decisions influence choices, there will be misalignment. And where there's misalignment there will be conflict.

the leader will listen to the team's ideas and reason in a way that is beneficial for the company. Consequently, a team spirit is formed, and common goals, and an understanding that no employee

will be left without attention. Meanwhile, retain top talent with incentives and transparency, you need to hold on to good people. In order to keep these people, you need to drive incentives, and align expectations.

Numerous representatives are finding themselves being driven by individuals who need center and vision, fumble assets, and get caught up in corporate legislative issues.

Pioneers ought to step up their amusement and start to supply the desired vital bolster and heading to keep their representatives spurred and their group propelled themselves being driven by individuals who need center and vision, fumble assets, and get caught up in corporate legislative issues. Leaders have to step up their diversion and start to supply the desired vital back and course to keep their representatives propelled and their groups propelled.

## 5.2 Hypothesis evaluation

After analyzing the interviews mainly and the responds from the questionnaires, the hypothesis evaluation is as the following where (H1) refers to decreasing in the revenue as a result of poor leadership style, there is a remarkable connection between the style of leadership and the performance of employees and generating revenue in the workplace. The correlation between earnings and leadership is to ensure that all stakeholders and co-workers collaborate effectively in achieving common plans, goals, and aims. Ineffectual and poor leadership leads to reduced revenue generation. Achieving organizational objectives necessitates a well-functioning leadership structure that facilitates staff growth and maximizes employee output. A competent leader must supervise and stimulate these initiatives, which will contribute to the company's long-term success and serve as a cornerstone for effective leadership that is vital to organizational financial growth.

(H2) states that the company's culture get effected by poor leadership, the results shows that Out of all respondents; 94 respondents, more than half (53.7%) shared the belief that having ongoing growth and progress is crucial for creating a positive atmosphere and effective leadership. Meanwhile, the interview analysis states that poor leadership can have various adverse effects on organizational culture, including but not limited to the absence of direction, lack of unity, decreased employee motivation, and increased employee turnover. when the leadership is poor

or In the absence of a team leader, there can be a disordered atmosphere among representatives, characterized by misguided assumptions, incomplete communication, and unrealistic expectations regarding work. The proximity of conflicting goals, the requirement for a strong leader, and the backing of unreliable labor ultimately decimate the culture of the organization and lead the business to decline.

(H3) argues that poor leadership results in making wrong decision, the results asserts that Representatives who do not receive a response and fail to make wise and strategic decisions are left at a disadvantage." The employees are lacking awareness about the company's goals and are uncertain about their adherence to certain procedures. They will achieve their goal in a mechanical manner, without any clever direction or strategy. When there is ambiguity regarding the decision-making process and the individuals responsible for it, errors escalate into significant conflicts, leading to boundary violations among employees or leaders. Faced with conflict, it is customary to hastily come up with a solution. Making hasty decisions without obtaining clarity can result in incorrect choices.

In addition, Based on the data collected, the majority of respondents, specifically 82 of them, reported making frequent errors due to subpar leadership. Meanwhile, 62 participants stated that their mistakes were always caused by their leader's lack of skills or qualifications.

(H4) asserts that employees performance is passed on leadership success, A group spirit is formed through shared goals and a mutual agreement that no member will be excluded without deliberation. Representatives easily recognize situations that contradict their assumptions as they understand that appointing a competent leader will yield favorable outcomes for the organization. Therefore, a highly organized team is essential for achieving both triumph and substantial income. Effective leaders will maintain regular communication with employees in order to share information comprehensively and foster collaborative synergy. Encouraging employees to express their ideas and engage in open discussions not only enhances company performance but also ensures that everyone is aligned toward common goals.

In conclusion, all the hypothesis are accepted and the collected data fits with the hypothesis,

### 5.3 Recommendation

Further research is required in order to include leadership styles and the proper use of each style in order to reach the maximum productivity of leadership. The miss use of proper leadership style can lead to poor leadership is a related hypothesis to be approved in extended research

Leadership on different level can be taken into consideration in order to get more specific results related to leadership and lack of it. Leadership has its own dynamic changes based on the current situation in every organization and in every industry, any further researches related to this topic can enhance the results and prove it.

Studying the effect of every leadership style on the employees performance and productivity taking into consideration the nature of the studied industry, where every industry or field of work has its own challenges and nature of work, but in the end leadership deals with human being. Therefore leadership is needed but the implementation of leadership and the style itself depend on what activities does the company do and what type of leadership style is used.

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## Appendix 1 – Questionnaire

# Poor leadership and its effect on revenue, employees performance, company's culture and decision making

I'm a student at Hungarian University of agriculture and life sciences and I'm studying master of Management and Leadership, The purpose of this questionnaire is to study how poor leadership can effect the companies and organizations. Please read all questions carefully, the transparency of your answers will serve this research, I will not mention any names or personal data in my research, all the collected data will be secured.

1- Gender

Male

Female

2- Age

18 – 24

25 – 30

31 – 45

< 45

3- What is your occupation level

Entry-level

Intermediate or experienced (senior staff)

Middle management (Leader)

Executive or senior management

4- How important for you to have comfortable and healthy environment with your leader

please choose from 1-3 in which

(1) not important

(2) Neutral

(3) Important

5- How important for you to have continuous learning and development at your work

(1) not important

(2) Neutral

(3) Important

6- How important is it to have a recognition programs at your work

(1) not important

(2) Neutral

(3) Important

7- How stressed are you when you are not comfortable with your leader

(1) Never

(2) Little stressed

(3) Very stressed

8- How often would you make mistakes because your leader is not qualified enough

(1) Never

(2) Often

(3) Always



9- Do you hesitate to speak about your problems to your leader ?

(1) Yes

(2) Sometimes

(3) No

10- Does your leader listen to you effectively when you speak with him/her?

(1) Yes

(3) No

11- How often do you feel that you are not doing your best because of your leader

(1) Never

(2) Sometimes

(3) Often

(4) Always

## Appendix 2 – Interview questions

- 1- How can leadership increase or decrease the revenue generating.
- 2- What is a sales leader and how leaders are involved in revenue generating
- 3- How the company's culture can get effected by poor leadership
- 4- What are the aspects that are related to company's culture and leaders
- 5- What are the main skills that a leader must have in order to make decisions.
- 6- How leaders can affect other employees performance