DEMOGRAPHIC VARIABLES
AND
SERVANT LEADERSHIP ATTRIBUTES:
A CASE STUDY AT UNIVERSITI UTARA MALAYSIA

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Dedication

This thesis report is dedicated with love and affection to the individuals who have been very instrumental in my life. Firstly, to my beloved parents, Mr Salleh and Mrs Rohaya follow by my siblings Farhani and Farhanis.
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Abstract

This quantitative study examined the demographic differences (gender, age, marital status and level of education) and servant leadership attributes among management staff at UUM (integrity, humility, servanthood, caring for others, empowering others, developing others, visioning, goal setting, leading, modeling, team building and shared decision making). A total of 136 questionnaires were distributed and a total of 71 were collected back after a week. The findings of this study indicate that the demographic factor such as gender, age, marital status has no effect on servant leadership.
Abstrak

Kajian kuantitatif ini adalah untuk menyelidik perbezaan diantara faktor demografi (jantina, umur, status perkahwinan and tahap pendidikan) dan sifat-sifat kepada “servant leadership” (kejujuran, rendah diri, perkhidmatan, mengambil berat, kebolehan mengusai orang, menggalakkan pembangunan sahsiah, visi, menetapkan matlamat, mengetuai, idola, semangat berpasukan dan perkongsian dalam membuat keputusan). Sebanyak 136 set soal kaji selidik diedarkan kepada kakitangan di bahagian pengurusan. Setelah seminggu, semua boring kaji selidik tersebut dikutip semula untuk tujuan penilaian. Hasil kajian menunjukkan tiada perbezaan atara setiap peringkat di dalam faktor demografi dengan “servant leadership”
CHAPTER 1
INTRODUCTION

1.0 Introduction

In the dynamic of globalization environment nowadays, people have become one of the critically important elements to gain competitive advantage. Organizations are faced with new challenges to develop great leaderships which can help these organizations sustain its human resources competitive advantages. Due to this fact, many corporations has changed to team-oriented empowered culture, where bureaucratic leaders and supervisors must adapt with a new leadership pattern that has been practiced in most of successful organization which is known as ‘servant-leadership’ (Lloyd, 1996). According to Russell and Stone (2002), various writers espouse servant leadership as a valid and modern theory for organizational leadership. Its also had been supported by Greenleaf (1977), where he had called for the application of servant leadership in business, education, churches and foundations.

Therefore, servant leadership had crosses all boundaries and being applied by wide variety of people that working for profit business. Many individuals, organizations and institutions have adopted servant leadership as a guiding philosophy. The subject of servant leadership has become very important because it offers the potential to improve organizational leadership in many settings. There are an increasing number of companies that adapted and practiced servant leadership as part of their corporate philosophy or as a foundation for their organizational goals.
The contents of the thesis is for internal user only
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