

รหัสวิชา MTM3202 การสร้างเครือข่ายทางธุรกิจ
Business Network Buildings

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Learning Objectives

- LO10-1** Explain what leadership is, when leaders are effective and ineffective, and the sources of power that enable managers to be effective leaders.
- LO10-2** Identify the traits that show the strongest relationship to leadership, the behaviors leaders engage in, and the limitations of the trait and behavioral models of leadership

Learning Objectives (cont.)

- LO10-3** Explain how contingency models of leadership enhance our understanding of effective leadership and management in organizations
- LO10-4** Describe what transformational leadership is, and explain how managers can engage in it
- LO10-5** Characterize the relationship between gender and leadership and explain how emotional intelligence may contribute to leadership effectiveness.

The Nature of Leadership

★ Leadership

↳ The process by which a person exerts influence over other people and inspires, motivates and directs their activities to help achieve group or organizational goals

The Nature of Leadership

★ Leader

↳ An individual who is able to exert influence over other people to help achieve group or organizational goals



The Nature of Leadership

★ Personal Leadership Style

- ↳ The specific ways in which a manager chooses to influence others shapes the way that manager approaches the other tasks of management.
- ↳ The challenge is for managers at all levels to develop an effective personal management style

The Nature of Leadership

★ **Servant leaders**

- ↳ leader who has a strong desire to serve and work for the benefit of others
- ↳ shares power with followers
- ↳ strives to ensure that followers' most important needs are met

Discussion Question

What culture has the most effective leadership style?

- A. Japanese
- B. European
- C. United States
- D. Middle Eastern

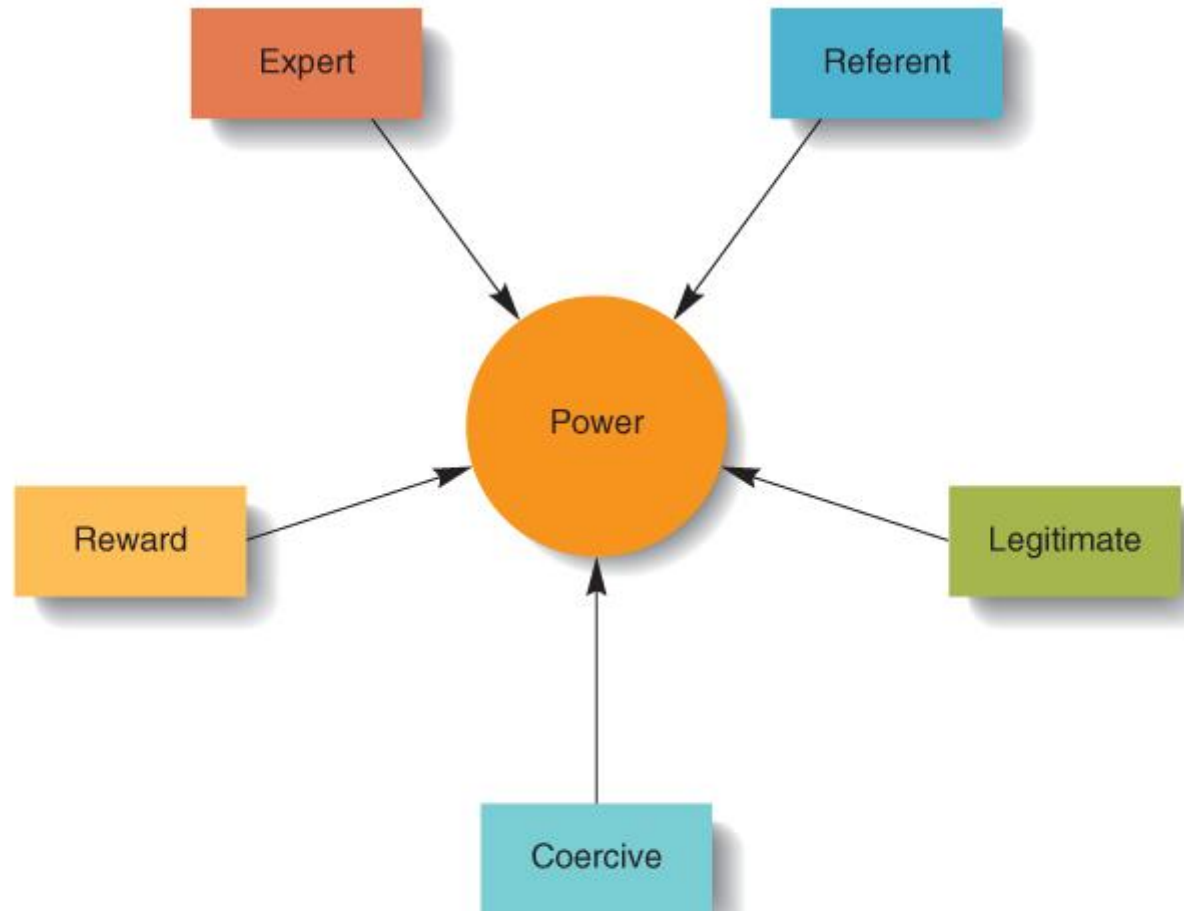
Leadership Across Cultures

Leadership styles may vary among different countries or cultures

- ↳ European managers tend to be more people-oriented than American or Japanese managers
- ↳ Japanese managers are group-oriented, while U.S managers focuses more on profitability
- ↳ Time horizons also are affected by cultures

Sources of Managerial Power

Figure 10.1



Question?

What type of power is the ability of a manager to give or withhold tangible and intangible rewards?

- A. Reward
- B. Coercive
- C. Expert
- D. Legitimate