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RELATIONSHIP BETWEEN LEADERS' ROLE AND LECTURERS' INNOVATIVE WORK BEHAVIOR IN UITM CAWANGAN MELAKA

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Abstract

Leadership role employed in higher education plays a crucial role in influencing lecturers' innovative work behavior. This paper examines the relationship between leadership role employed by department heads and lecturers' innovative work behavior in UiTM Cawangan Melaka. The population comprised lecturers from various faculties in UiTM Cawangan Melaka. The responses were subjected to correlation and multiple regression analysis. The result shows that there was moderate positive significant correlation between Work Oriented Practice, Participative Leadership and Delegation Practice, and Relationship Oriented Practice on lecturers' innovative work behavior. The results indicate that the role of supporting and mentoring is the most influential dimension under a leader's role which helps to stimulate their innovative work behavior in the workplace. In future, research might be conducted in different sectors of organization among employees from different levels of employment which may present different perspectives of the findings.

Keywords: Leadership, Innovative Work Behavior, Knowledge Intensive Service Firm, Creativity