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PROFESSIONAL PROJECT

ASSIGNMENT TITLE:
THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP
TOWARDS USERS BEHAVIOR ON FACEBOOK

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ABSTRACT

This study contributes to our understanding of leadership on Facebook by investigating the effects of transformational leadership practices of Facebook users. Using data from findings of this study suggest a number of possible explanations for why Facebook users exhibit higher levels of transformational leadership than what we traditionally expect. Our findings suggest that the structure of these results may not be as rigid as commonly believed and that some characteristics had little, if any, adverse effect on the prevalence or practice of transformational leadership behaviors. In particular, although poor lateral/upward communication were associated with lower transformational leadership, no relationship was found crucial on top of the transformational leadership behaviors. Contrary to expectations in the mainstream leadership literature, however, the use of performance measurement by other social media was associated with a significant increase in reported transformational leadership behaviors.

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