



**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND
POLICY STUDIES**

**DEMOGRAPHIC INFLUENCE ON LEADERSHIP
STYLE: A STUDY AMONG GEN Y AND GEN X
EMPLOYEES AT COCOA RESEARCH CENTRE AND
DEVELOPMENT SARAWAK.**

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THE DECLARATION

I hereby declare that the work contained in this dissertation is original and my own except those duly identified and acknowledged. If I am later found to have committed plagiarism or acts of academic dishonesty, action can be take in accordance with University Teknologi MARA's rules and academic regulations.

Signed,

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ABSTRACT

Demographic Influence on Leadership Style: A Study Among Gen Y and Gen X Employees at Cocoa Research Centre and Development Sarawak.

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Introduction : For the first time in history, three different generations have to work together under one roof and they are known as Baby Boomers, Generation X (Gen X) and Generation Y (Gen Y). According to Tanika, (2012), the demographics of the workforce are changing, and leaders might manage up to three different generations at once, each with drastically different characteristics. Each of them have different attitude, behavior and work-related belief. Since there is many Gen Y entering the work place, the leaders are likely to be required to deal with different generational cohort that appear to exist among the employees in the organization. Based on the research topic, core objective in doing this research paper is to identify what kind of leadership style preferred by Generation Y and Generation X in order to have an effective leadership in the organization. There are numbers of leadership traits such as honest, inspiring, forward looking, competent, intelligent, charismatic and etc. that will later 'influence' to the leadership style of the leader. Therefore this study will be conduct at Cocoa Research Centre and Development Sarawak in order to know what do Gen Y'ers & Gen X'ers employees like or dislike with regard to their leader in the organization.

Method: Questionnaire were distributed to the Gen Y and Gen X employees in Cocoa Research and Development Sarawak

Analysis: Researcher carried out quantitative analyses on this data. Researcher used standard SPSS statistical measures for the quantitative portion and developed a structured table system to categorize findings.

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CHAPTER I

INTRODUCTION

1.1 Introduction

For the first time in history, three different generations have to work together under one roof and they are known as Baby Boomers, Generation X (Gen X) and Generation Y (Gen Y). According to Tanika, (2012), the demographics of the workforce are changing, and leaders might manage up to three different generations at once, each of them have drastically different characteristics. Every employees have different attitude, behaviour and work-related belief. Since there is many Gen Y entering the work place, the leaders are likely to be required to deal with different generational cohort that appear to exist among the employees in the organization.

Leadership can be defined as influencing, motivating and enabling others contribute toward the effectiveness and success of the organizations of which they are members (McShane & Glinow, 2010). For a person to be a good leader, he or she must be able to cooperate and work together with all employees; from upper to lower level of management, practice open communication, have emotional intelligence in order to be effectively lead each of individuals in the organization. First-class leader will demonstrate positive attitude, behaviour, ethics and be a good role model in front of their followers. This will be easier for leader to lead and give direction to their followers beside will know what issues or problems facing by each level of management. An effective leadership is when a leader of a group or organization are able to conduct efficiently their responsibility in planning, organizing, leading and controlling the employees and the organization itself.

Based on the research topic, core objective in doing this research paper is to identify what kind of leadership style preferred by Generation Y and Generation X in order to have an effective leadership in the organization. There are numbers of leadership traits such as honest, inspiring, forward looking, competent, intelligent, charismatic and etc. that will later 'influence' to the leadership style of the leader. Therefore this study will be conduct at Cocoa Research Centre and Development