

**THE FACTORS INFLUENCE ON THE PRODUCTIVITY OF
MALE AND FEMALE LEADERS: A COMPARATIVE STUDY
BASED ON APPAREL MANUFACTURING COMPANY IN
AMPARA DISTRICT**



By

**SAMARASEKARA MUDIYANSELAGE GAYANI ANURUDDHIKA
SAMARASEKARA**

EU/IS/2017/MS/023

INDEX NO: MS 1983

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

2023

ABSTRACT

The purpose of this study is to analyze the factors influencing the productivity of male and female leaders. There is limited research available in the context of how goal orientation, support, time optimization, and motivation impact the productivity of leaders, and there are limited research studies available to discuss the factors that impact the productivity of male and female leaders. As research on apparel industry leaders in Sri Lanka is limited. This study eliminates the empirical gap in the apparel sector area regarding this topic.

A structured questionnaire was used as the method of data collection and selected 355 employees from EAM Maliban Textiles (PVT) Ltd Dehiaththakkandiya and Daya Apparel Export (PVT) Ltd in Ampara as the sample of this study. There are 174 respondents for male leaders and 181 respondents for female leaders. The quantitative research approach was used for this study. Descriptive statistics, correlation, and regression analysis were used to analyze the data. The findings of the study reveal that goal orientation, support, time optimization, and motivation positively impact the productivity of leaders. Also, there is a significant, strong, positive relationship between goal orientation, support, time optimization, and motivation and the productivity of leaders.

Keywords: Goal Orientation, Support, Time Optimization, Motivation, The Productivity of Leaders.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vii
LIST OF FIGURES	ix
LIST OF EQUATIONS	x
ABBREVIATION	xi
CHAPTER - 1	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objectives	4
1.5 Significant of the Study.....	4
1.6 Scope of the Study.....	5
1.7 The Organization of the Chapter.....	5
1.8 Chapter Summary.....	6
CHAPTER - 2	7
LITRATURE REVEIW	7
2.1 Introduction	7
2.2 Productivity of Leaders	7
2.3 Goal Orientation.....	8
2.4 Support	10
2.5 Time Optimization	11
2.6 Motivation	12
2.7 Supporting Theories and Models for the Study	13
2.7.1 Maslow's Hierarchy of Needs	13
2.7.2 McGregor's Theory X and Theory Y	13
2.8 Hypothesis Testing of the Study	14
2.8.1 Relationship between Goal Orientation and Productivity of leaders.....	14

2.8.2	Relationship between Support and Productivity of leaders	14
2.8.3	Relationship between Time Optimization and Productivity of leaders	15
2.8.4	Relationship between Motivation and Productivity of leaders	15
2.9	Chapter Summary	16
CHAPTER - 3.....		17
CONCEPTUALIZATION AND OPERATIONALIZATION		17
3.1	Introduction	17
3.2	Conceptualization.....	17
3.3	Conceptual Framework	17
3.4	Definition of Key Concept and Variables	18
3.4.1	Goal Orientation.....	18
3.4.2	Support.....	19
3.4.3	Time Optimization.....	19
3.4.4	Motivation.....	19
3.5	Operationalization	19
3.6	Hypothesis.....	21
3.7	Chapter Summary.....	21
CHAPTER - 4.....		22
RESEARCH METHODOLOGY		22
4.1	Introduction	22
4.2	Research Philosophy	22
4.3	Research Approach	23
4.4	Research Strategy	24
4.5	Methodological Choice	25
4.6	Time Horizon	25
4.7	Research Site / Area Selection	25
4.8	Population of the Study	25
4.9	Sampling Method	26
4.9.1	Sampling Technique	26
4.10	Sample Size and Sampling Framework	27
4.11	Method of Data Collection.....	28
4.11.1	Primary Data	28
4.11.2	Secondary Data	28
4.12	Research Instrument.....	28

4.13	Source of Measurement.....	29
4.13.1	Method of Measurement on Personal Information	30
4.13.2	Method of Measurement Research Information	30
4.14	The Pilot Study.....	31
4.15	Validity and Reliability of Instrument	32
4.16	Unit of Data Analysis.....	33
4.17	Method of Data Analysis.....	33
4.17.1	Method of Analysis for First Objective	33
4.17.2	Method of Analysis for Second Objective.....	34
4.17.3	Method of Analysis for Third Objective.....	34
4.18	Method of Data Evaluation	35
4.18.1	Univariate Analysis.....	35
4.18.2	Bivariate Analysis.....	36
4.18.3	Multivariate Analysis.....	37
4.18.4	Hypothesis Testing.....	38
4.19	Data Presentation.....	39
4.19.1	Data Presentation for Personal Variables	39
4.19.2	Data Presentation for Research Variables.....	39
4.20	Ethical Consideration	40
4.21	Chapter Summary.....	40
CHAPTER - 5.....		41
DATA PRESENTATION AND ANALYSIS.....		41
5.1	Introduction	41
5.2	Analysis of Reliability.....	41
5.2.1	Reliability of Goal orientation	41
5.2.2	Reliability of Support.....	42
5.2.3	Reliability of Time Optimization.....	42
5.2.4	Reliability of Motivation.....	43
5.2.5	Reliability of Productivity of leaders	43
5.3	Data Presentation.....	44
5.3.1	Data Presentation for Personal Information.....	44
5.3.2	Data Presentation for Research Information.....	50
5.3.3	Findings from Hypotheses Testing	67
5.4	Chapter Summary.....	70

CHAPTER - 6.....	71
FINDINGS AND DISCUSSION.....	71
6.1 Introduction	71
6.2 Discussion of Research Finding.....	71
6.2.1 Discussion of Personal Information.....	71
6.3 Discussion of Research Information	73
6.3.1 Discussion for Objective One	73
6.3.2 Discussion for Objective Two	75
6.3.3 Discussion for Objective Three	79
6.3.4 Discussion of Hypotheses Testing.....	80
6.4 Chapter Summary.....	82
CHAPTER - 7.....	83
CONCLUSIONS AND RECOMMENDATIONS.....	83
7.1 Introduction	83
7.2 Conclusion.....	83
7.2.1 First Objective of the study	83
7.2.2 Second Objective of the study	84
7.2.3 Third Objective of the study	84
7.3 Contributions of the Study	85
7.4 Recommendations	85
7.5 Limitations of the Study	86
7.6 Directions for Future Study.....	86
LIST OF REFERENCES	87
APPENDIX-1: Questionnaires (English).....	95
APPENDIX-2: Questionnaires (Sinhala).....	99
APPENDIX - 03.....	103