THE INFLUENCE OF FEMALE AND MALE LEADERSHIP ON CORPORATE CULTURE AND INNOVATION

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Abstract

The purpose of this study is to compare how corporate culture and innovation are impacted by male and female leadership styles. Although a lot of study has been done on how leadership affects organizational results, less is known about how gender-specific leadership affects culture and creativity. The goal of this study is to find any possible gender-based variations in leadership styles and how these might affect the development of creative and welcoming work environments. **Materials and Methods**: To gain a thorough grasp of the subject, this study consults the body of existing literature, which includes peer-reviewed journals and industry publications. Professionals from a range of industries were asked to complete a self-created survey that was disseminated using Google Forms to collect information on their opinions of leadership philosophies and how they affect creativity and company culture. **Results and Discussion:** There are notable distinctions between the ways that male and female leadership styles impact company culture and innovation, according to the survey data analysis. Perceived levels of innovation driven by female vs male leaders differed statistically significantly ($p < 0.05$), according to the Independent Samples T-Test. In particular, it was believed that having female CEOs promoted a more welcoming and cooperative atmosphere, which in turn spurred more creativity. Significant differences across leadership groups were found by the One-Way ANOVA test, which looked at how various leadership philosophies affected particular facets of

company culture (p < 0.01). Post-hoc analysis revealed that whereas male leaders were thought to be more focused on strategic vision and goal achievement, female leaders were more likely to place a higher priority on employee development and communication **Introduction:**

Research on how gender affects business innovation and leadership styles has been crucial, emphasizing the distinct contributions made by both male and female executives to organizational culture and growth.(Painter-Morland 2011) Comprehending the subtleties of gender-based leadership enables businesses to leverage a range of viewpoints to promote innovation and strategic decision-making. It highlights how female leaders frequently exhibit transformation leadership traits, encouraging teamwork and employee empowerment, both of which can encourage long-term innovation.(Winkler 2010(Sharma, Singh, and Pathak 2018) According to this leadership style dichotomy, a dynamic, high-performing business culture can be produced by combining masculine and feminine leadership qualities. Diversity in leadership affects external results like market competitiveness and brand reputation in addition to internal culture. Because varied leadership fosters inclusive product development and broader consumer insights, companies with diverse executive teams are 25% more likely to exceed their rivals in terms of profitability..(Bourke 2016)Designing inclusive leadership development programs and creating innovative settings require an understanding of how male and female leadership styles interact..(Grunig, Hon, and Toth 2013) Organizations can better position themselves for upcoming opportunities and challenges in a business environment that is becoming more complicated by understanding the critical elements that go into successful gender-diverse leadership.(Sandberg 2013)

Keywords *Gender Leadership, Corporate Culture, Innovation, Female Executives, Male Executives, Leadership Styles, Diversity, Inclusion, Employee Empowerment, Strategic Decision-Making, Organizational Performance, Leadership Development, Transformation Leadership, Organizational Growth, Gender Diversity.*

Materials and Methods

To collect data for the study, primary and secondary sources were also used. A questionnaire form that provides information on respondents' viewpoints and experiences serves as the main

source of data. The quantitative and qualitative components of the information gathered by the questionnaire enable a more complete comprehension of the respondents' viewpoints. Using resources from Saveetha University, this endeavor was examined and evaluated in Chennai. There are 108 respondent in the chosen sample size, split into two groups. Google Forms was used to disseminate the questionnaires used for data gathering. The breadth of knowledge about gender-based inequalities was constrained by the traditional corporate leadership research' frequent reliance on anecdotal data and subjective judgments. However, a more thorough examination of the ways in which male and female leadership styles impact corporate culture and innovation is made possible by the use of a systematic data collection process.

The gathered data was further analyzed using statistical software such as SPSS, which revealed trends, connections, and possible causes between organizational outcomes and the gender diversity of leadership. This approach guarantees that both qualitative accounts and quantitative insights add to a comprehensive understanding of how leadership affects innovation.

Statistics Analysis

The impact of male and female leadership on business culture and innovation was examined using SPSS IBM Version 26. To assess the research findings, three statistical tools were used: Chi-Square, One-Way ANOVA, and the Independent T-test. These resources aided in the investigation of the connection between leadership philosophies and how they affect innovation and workplace culture. The disparities in innovation outcomes under male and female leadership were compared using the Independent T-test. One-Way ANOVA was used to evaluate how different leadership philosophies affected employee happiness and flexibility. Chi-Square analysis was used to investigate the relationship between the frequency of creative initiatives in firms and the gender of the leadership.

Results

Figure 1 Shows these differences graphically as a bar graph with the mean difference (89 and 87), ±2 standard errors of the difference (0.005), and a 95% confidence interval, demonstrating the

difference in how effectively male leaders incorporate diverse perspectives in their innovative strategies.

Figure 2: Presents the results of the ANOVA, showing the differences in how effectively male executives balance innovation with organizational goals across different groups. Table 1: Table showing Independent Samples T-Test on the effectiveness of male leaders incorporating diverse perspectives in their innovative strategies.

Table 2: Provides evidence for the effectiveness of male executives balancing innovation with organizational goals by describing, using an ANOVA test, the variations across groups.

Discussions

The analysis yields complex conclusions about creativity and leadership. The independent t-test revealed no significant difference for male leaders who included a variety of viewpoints (p=0.737), suggesting that their strategy was consistent. However, the ANOVA produced a significant p-value of 0.002 when analyzing how male CEOs strike a balance between creativity and organizational goals, indicating considerable differences among groups. On the other hand, the chi-square test showed a strong correlation (p<0.014) between the efficacy of female CEOs in striking a balance between innovation and organizational objectives; nevertheless, the high proportion of low predicted cell counts should be interpreted with caution.

Limitation-of the Study

When examining how male and female leadership affects company culture and creativity, this study points up a number of constraints that should be taken into account. The sample size and participant demographics may limit the findings, making it difficult to accurately represent the variety of business settings and leadership philosophies. The study's geographic focus may also restrict its application because leadership styles and innovation outcomes might be influenced by regional and cultural variations.

Future Research

Future studies ought to take fresh approaches to better understand the ways in which gender affects corporate innovation and leadership. Examining how new technologies, such artificial

intelligence (AI)-powered decision-making and online collaboration platforms, affect the efficacy of leadership might provide insightful information. The impact of gender dynamics in leadership on employee well-being, retention, and adaptability in changing work contexts could also be studied. In order to evaluate how cultural norms impact leadership perceptions and innovative tactics, future research may examine cross-cultural comparisons. Another worthwhile approach would be to investigate the results of leadership development courses designed to improve gender-inclusive leadership techniques and evaluate how well they promote creativity.

Tables And Figures

Table 1: Clarifies the results of the Independent Samples T-Test on the effectiveness of male leaders incorporating diverse perspectives in innovative strategies, with a non-significant value of p = 0.737 and t values of 0.737 and 0.743.

	Independent Samples Test	
	Equal variances assumed	Equal variances not assumed
Sig.	0.003	
T	0.737	0.743
Sig. (2-tailed)	0.737	0.743
Mean Difference	89	87
Std. Error Difference	0.005	0.005

Fig. 1: This simple bar graph represents the mean age of respondents across different ratings of how effectively male leaders incorporate diverse perspectives in their innovative strategies, with error bars showing both ±2 standard deviations and a 95% confidence interval.
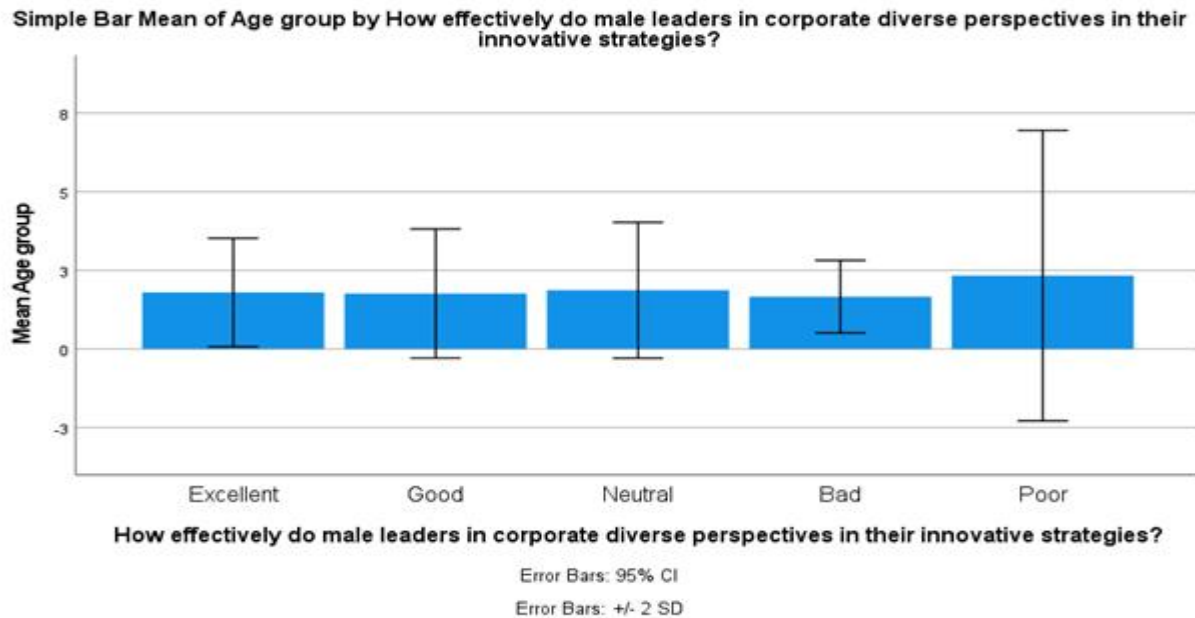

Table 2: Table showing ANOVA on how effectively male executives balance innovation with organizational goals. The calculated test statistic, the p-value is 0.002 (0.002** < 0.01), which indicates a highly significant result. The F-value of the statistical analysis is 1.492.

|	ANOVA	
	Between Groups	**Within Groups**
Mean Square	1.150	0.771
F	1.492	

Sig.	0.0021	

Fig. 2: This simple bar graph represents the mean age of respondents across different ratings of how effectively male executives balance innovation with organizational goals, with error bars showing a 95% confidence interval.

Simple Bar Mean of Age group by How effectively do male executives balance innovation with organizational goals?

How effectively do male executives balance innovation with organizational goals?

Error Bars: 95% CI
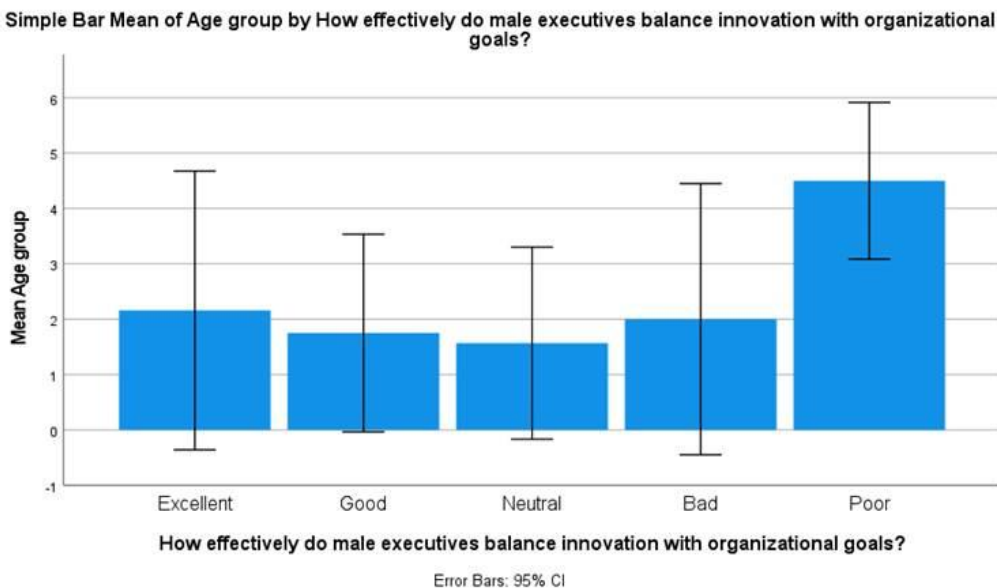
Conclusion

In conclusion, the impact of both male and female leadership on corporate culture and innovation emphasizes how important different leadership viewpoints are to creating inclusive, flexible, and dynamic work environments. Male leadership may place more value on taking risks, being forceful, and making decisions quickly, whereas female leadership frequently stresses empathy, teamwork, and long-term vision. According to the study's findings, a well-rounded strategy that incorporates elements of both leadership philosophies can boost creativity and fortify company culture.

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