THE IMPACT OF LEADERSHIP STYLE ON EMPLOYEES" ATTITUDE IN EDO BROADCASTING SERVICE (EBS), BENIN CHTY, EDO STATE

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JANUARY, 2025

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BEINGA RESEARCH PRESENTED TO THE DEPARTMENT OF PUBLIC ADMINISTRATION, FACULTY OF SOCIAL SCIENCES, UNIVERSITY OF BENIN, BENIN CITY.IN PARTIAL FUFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN PUBLIC ADMINISTRATION.

JANUARY, 2025

CERTIFICATION

This is to certify that this work was carried out and compiled by **GODWIN ESTHER CHIDINMA** with MAT NO. **SsC2008633** of the Department of Public Administration, Faculty of Social Sciences, University of Benin, Benin City and confirmed to be adequate in scope for the award of Bachelor of Science (BSc).

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DEDICATION

This project is dedicated to God Almighty

ACKNOWLEDGEMENTS

With a grateful heart, I want to thank God almighty who has been my firm foundation and by His grace I am where I am today.

My deepest appreciation goes to my parents Mr. and Mrs. Godwin and Gift Okoh who initiated the plans even when they don't have enough, believing that with God, all things are possible. To my two lovely siblings; Godwin Destiny Chukwufumnaya and Okoh Tobechukwu Daniel, thank you my babies for your immense support through my academicjourney. Something will be missing ifI don't mention my maternal uncle (Mr. Nkwachukwu), a loving and caring man witha heart of gold. I appreciate you Uncle Nkwa, God bless you.

My unfeigned gratitude goes to my supervisor, Dr. W. Okotie for his invaluable guidance, expertise and unwavering support throughout this project. His dedication, patience, and insightful feedback have been instrumental I shaping the direction and quality of my work.

Lastly, I want to appreciate the Okoh family at large for their contribution in one way or the other, their prayers and for checking on me. I thank each and every one of you.

To all those mentioned and those unnamed but equally deserving, my sincerest thanks for being part of this journey and for helping me achieve my academic goals. Your support and encouragement have been invaluable, and I am truly grateful.

TABLE OF CONTENTS

TITLE PAGE

CERTIFICATION…… ii

DEDICATION …… iii

ACKNOWLEDGEMENT ……iv

TABLE OF CONTENTS……v

ABTRACT …….... vi

CHAPTER ONE: INTRODUCTION

1.1. Background to the study…… 1

1.2. Statement of the problem…… 3

1.3. Objectives of the study……4

1.4. Research Questions……..4

1.5. Research Hypotheses……...5

1.6. Significance of the Study……5

1.7. Scope of the study……...6

1.8. Definition of Terms……..6

CHAPTER TWO: LITERATURE REVIEW

2.1 Literature Review……11

2.2 Theoretical Framework……...26

CHAPTER THREE: METHODOLOGY

3.1 Research Design……29

3.2 Population of Study ……29

3.3 Sampling Technique……...30

3.4 Sampling Size……..30

3.5 Source of Data……30

3.6 Instrument of Data Collection……..30

3.7 Techniques Data Analysis and Presentation……31

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS.

4.1 Data presentation and Analysis……32

4.2 Discussion of research findings……55

CHAPTER FIVE: CONCLUSIONS

5.1 Summary……60

5.2 Conclusion……61

5.3 Policy Recommendations……61

References……63

Appendix……66

ABSTRACT

The study examined leadership style on employee attitude in Edo Broadcasting Service (EBS), Benin City, Edo State. The objectives of the study include the following: to examine the impacts of leadership styles on punctuality of workers in Edo Broadcasting Service, to ascertain the impact of leadership style on staff attitudes towards customers in Edo Broadcasting Service, to investigate the impact of leadership style on the sub-ordinate attitudes towards management in Edo Broadcasting Service, to examine the leadership style on the generality of workers attitude towards the handling of organisational equipments in Edo Broadcasting Service and to proffer possible solutions to the challenges of effective leadership style in Edo Broadcasting Service. The study adopted survey research design. The population of this study according to the Human Resource Department in Broadcasting Service (EBS), Benin City, Edo State is 123 staffs. The sample size for this research comprised of a total of 101 employees selected from various departments present in the organization which include News, programs, marketing, and corporate affairs department respectively. The instrument used for the collection of data was the questionnaire which was administered to the study sampled respondents. Out of the 101 questionnaires distributed, 98 copies were retrieved. The data collected was analyzed using simple percentage. The study found amongst others that leadership styles have an impact on workers punctuality in EBS. Furthermore, policy recommendations were adopted which include amongst others that management should also imbibe supportive leadership style in EBS.