TRANSFORMATIONAL LEADERSHIP AND ORGANIZATIONAL COMMITMENT AS ANTECEDENTS OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN SOMALIA TELECOMMUNICATION INDUSTRY

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DEDICATION

To my beloved Mother and Father

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All praises and hymns for Allah (SWT) for the countless blessings and guidance and similarly inestimable Drudds and Salams for His Messenger MUHAMMAD (SAW) who taught us the way to pass the life.

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ABSTRACT

Understanding the importance of the employees who go above and beyond the call of duty for the sake of organizational goals and values known as organizational citizenship behaviour (OCB), remains as one of the critical issues in the workplace environment, especially in developing countries. This study investigates the significance role of the three-components (affective, continuance and normative) of organizational commitment on the relationship between transformational leadership (idealized influence, inspirational motivation, intellectual stimulation and individual consideration) and OCB in three leading telecommunication companies in Mogadishu, Somalia. Besides, the differences in OCB, transformational leadership, and organizational commitment between the companies were also investigated. 305 respondents, who are employees of three telecommunication companies in Mogadishu, Somalia, participated in questionnaire survey. The measurement tools undertaken in the data collection include Organizational Citizenship Behaviour Scale, Multifactor Leadership Questionnaire and Organizational Commitment Scale. Subsequently, the data collected were quantitatively analysed using Structural Equation Modelling (SEM) method. Results indicated that transformational leadership is positively and significantly related to OCB. Furthermore, using bootstrapping analysis, the results demonstrated that organizational commitment positively and significantly mediates the relationship between the four aspects of transformational leadership and OCB. Ultimately, the results of the study revealed that the aspects of transformational leadership, as well as the components of organizational commitment, affective and normative, could further explain employees' OCB, while continuance commitment had insignificant role in predicting employees' OCB. Moreover, the telecommunication companies highlight significant leadership, and transformational toward practicing OCB, differences organizational commitment based on the findings of the study. In conclusion, this study provides organizations in the industry to comprehensively understand the concepts of organizational citizenship behaviour (OCB), transformational leadership attributes and organizational commitment, to improve as well as increase organizational accomplishments and productivity.

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ABSTRAK

Memahami kepentingan pekerja yang melaksanakan tugas melebihi dan melampaui tanggungjawabnya demi matlamat dan nilai organisasi dikenali sebagai tingkah laku kewarganegaraan organisasi (OCB) yakni kekal sebagai salah satu isu kritikal dalam persekitaran tempat kerja, terutama di negara-negara membangun. Kajian ini mengkaji peranan penting tiga komponen (afektif, kesinambungan dan normatif) dalam komitmen organisasi terhadap hubungan antara kepimpinan transformasi (pengaruh ideal, inspirasi motivasi, rangsangan intelektual dan pertimbangan individu) dengan OCB dalam tiga syarikat telekomunikasi utama di Mogadishu, Somalia. Selain itu, perbezaan dalam OCB, kepimpinan transformasi, dan komitmen organisasi antara syarikat turut dikaji. Seramai 305 orang responden, yang merupakan pekerja tiga syarikat telekomunikasi di Mogadishu, Somalia mengambil bahagian dalam tinjauan soal selidik. Alat pengukuran yang digunakan dalam pengumpulan data merangkumi Skala Tingkah Laku Kewarganegaraan Organisasi, Soal Selidik Kepimpinan Pelbagai Faktor dan Skala Komitmen Organisasi. Selanjutnya, data yang telah dikumpulkan dianalisis secara kuantitatif menggunakan kaedah Pemodelan Persamaan Struktur (SEM). Dapatan kajian menunjukkan kepemimpinan transformasi secara signifikan dan positif mempunyai kaitan dengan OCB. Selain itu, dengan menggunakan analisis permulaan, dapatan kajian menunjukkan komitmen organisasi secara positif dan signifikan menjadi pengantara hubungan antara empat aspek kepimpinan transformasi dengan OCB. Akhir sekali, dapatan kajian mendedahkan bahawa aspek kepemimpinan transformasi, dan juga komponen komitmen organisasi, afektif dan normatif dapat menjelaskan lebih lanjut OCB pekerja, sementara komitmen berterusan memainkan peranan penting dalam meramal OCB pekerja. Selain itu, syarikat telekomunikasi menunjukkan perbezaan yang ketara dalam mengamalkan OCB, kepimpinan transformasi, dan komitmen organisasi berasaskan dapatan kajian. Kesimpulannya, dapatan kajian ini membolehkan sesebuah industri memahami konsep OCB secara menyeluruh, sifat-sifat kepimpinan transformasi dan komitmen organisasi untuk memperbaiki dan meningkatkan pencapaian dan produktiviti organisasi.

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LIST OF ABBREVIATIONS

AC	-	Affective Commitment
AGFI	-	Adjusted Goodness of Fit Index
AMOS	-	Analysis of Moment Structure
AVE	-	Average Variance Extracted
CC	-	Continuance Commitment
CFA	-	Confirmatory Factor Analysis
CFI	-	Comparative Fit Index
AGFI	-	Adjusted Goodness of Fit Index
d	-	Degree of accuracy expressed as a proportion
EFA	-	Exploratory Factor Analysis
GFI	-	Goodness of Fit Index
IC	-	Individual Consideration
ID	-	Idealized Influence
IFI	-	Incremental Fit Index
IM	-	Inspirational Motivation
IS	-	Intellectual Stimulation
MLQ	-	Multiple Leadership Questionnaire
MTI	-	Telecommunication Industry of Mogadishu
MVA	-	Missing Value Analysis
n	-	Sample Size
Ν	-	Population Size
NC	-	Normative Commitment
NFI	-	Normed Fit Index
OCB	-	Organizational Citizenship Behaviour
OC	-	Organizational Commitment
OCQ	-	Organizational Commitment Questionnaire
Р	-	Population proportion
P and T	-	Post and Telecom
RMSEA	-	Root Mean Square Error of Approximation
SEM	-	Structural Equation Modelling
SET	-	Social Exchange Theory
SPSS	-	Statistical Package for Social Science
TCM	-	Three-Component Model

TL	-	Transformational Leadership
TLI	-	Tucker-Lewis Index
VIF	-	Variance of Inflation Factors
X2	-	Chi-Square Values
x2/df	-	Chi Square / Degree of Freedom

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter begins by presenting the importance of organizational citizenship behaviour (OCB), transformational leadership, and organizational commitment, as well as the issues of the three main telecommunication companies in Mogadishu, Somalia, via the background of the research and problem statement. Furthermore, the research questions, objectives and scope and significant of the research are outlined. Lastly, the chapter highlights the conceptual and operational definitions of the research and concludes with the thesis outline.

1.2 Research Background

Organizational citizenship behaviour (OCB) has become an interesting subject and one of the most researched outcomes, based on comprehensive review of literature in the fields of organizational behaviour, human resources and industrial psychology (Organ, 1988; Podsakoff et al., 1990; Organ et al., 2006; Jha, 2014; Liao, 2015; Han et al., 2016). The concept of (OCB) has grown significantly since it was first proposed by Organ and colleagues (Bateman and Organ, 1983; Smith et al., 1983; Organ, 1988). Moreover, the literature established that OCB consists of informal contributions that the employee can choose to throw in or withhold, without regard to considerations of sanctions or formal incentive (e.g., Karam, 2011, Zacher and Jimmieson, 2013; Tsui-Hsu and Jing Lin, 2014; Abid and Farooqi, 2015; Liao, 2015; Han et al., 2016; Islam et al., 2016). This is because, in today's global business environment, managers and business leaders are required to evaluate the complex dimensions of human behaviours. The complexity of dealing with employees' attitudes and behaviours remains a major challenge in organizations (Jain, 2015). Therefore, in the face of accelerated rate of changes, organizations need employees who go above and beyond that supersede job descriptions and focuses on promoting the best interests of the organization i.e., cultivating the dynamics of organizational culture, maximizes productivity and ensures sustainability, which is known as (OCB) (Islam et al., 2016).

Employees' involvement in extra activities not required in the formal job description, but good for organizational performance, is considered as citizenship behaviours (Organ, *et al.*, 2006; Jha, 2014). Likewise, employees' who do not make decisions based on their self-interest to help other colleagues voluntarily, resolves potential work-related problems and it is mutually benefits organizations, is also portraying as OCB (Zacher and Jimmieson, 2013; Jha, 2014). These actions can lead to the maintenance and enhancement of the social and psychological context that supports task performance and overall organizational sustainability (Tsui-Hsu and Jing Lin, 2014). Specifically, while opportunistic behaviours are driven by personal interest, the incentive of citizenship behaviours is to look for the common benefit through execution of altruistic activities (Abid and Farooqi, 2015)

Basically, various researches suggest that OCB originates from the influence of transformational leadership (Bass, 1985; Wang *et al.*, 2005; Biswas, 2010; Han *et al.*, 2016). Empirical studies have demonstrated that the implementation of such

leadership style allows organizational managers to influence and predict employees' behaviours in the organization along with the involvement of the extra role of activities (Bass and Bass, 2009; Biswas, 2010; Cho and Dansereau, 2010). In this case, transformational leadership support the special treatment of the organization's employees through the idealization influence, motivational inspirations, stimulation of intelligence, and consideration individually (Bass, 1985; Wang et al., 2005; Biswas, 2010; Han et al., 2016; Berkovich, 2016). These four main positive influences of transformational leadership allow interaction with subordinates to involve extra activities which helps to succeed on competitive advantages' (Bass and Bass, 2009). Accordingly, leaders of organizations are encouraged to deliver appropriate workplace behaviours and polices that promote greater autonomy, organizational performance and OCB among subordinates (Katou, 2015). It is one of the most important responsibilities of organizational leaders to guide followers towards achieving organizational purposes by communicating their organizations' missions, visions, strategies and goals (Biswas, 2010; Jha, 2014; Han et al., 2016). That will consequently improve the positive behavioural outcomes of employees toward the organization (Daly et al., 2014; Han et al., 2016). Therefore, the onus is on decision organizational management to consider the role of transformational leadership style in developing organizational effectiveness and overall employees' OCB (Jha, 2014; Han et al., 2016).

On the other hand, employee commitment to an organization has been defined in a variety of ways including attitude or an orientation that links the identity of the person to the organization, a process by which the goals of the organization and those of the individual became congruent, an involvement and desire with a particular organization (affective), the perceived rewards associated with continued participation in an organization, the costs associated with leaving (continuance), and sense moral of obligation to act in a way that meets organization goals (normative) (Osman, 2011). Organizational commitment is the relative strength of an employee's attachment or involvement with the organization (Javadi and Yavarian, 2011; Top *et al.*, 2015). The acceptance of organizational objectives and values, loyalty and honesty by employee in organizations is essential for efficient sustainability (Daly *et al.*, 2014). Organizational commitment is important because committed employees

are less likely to leave for another job and are more likely to perform at higher levels (Zeinabadi and Salehi, 2011; Daly *et al.*, 2014; Buch *et al.*, 2015). More precisely, strong commitment is expressed through identification with the values and goals of the organization resulting from fair and supportive treatment of its employees (Allen *et al.*, 2011). Organizational commitment widely described in the management and behavioural science literature as a key factor in the relationship between individual and organizations (Cheasakul and Varma, 2016). Employees are regarded as committed to organization as they continue their association with the organization and considerable effort to achieving organizational goals. In essence, high employee commitment leads to higher OCB in the organisation (Daly *et al.*, 2014; Buch *et al.*, 2015; Cheasakul and Varma, 2016).

Moreover, numerous studies established comprehensive review of literature indicating that organizational commitment originates from the influence of transformational leadership e.g., (Abid and Farooqi, 2015; Top et al., 2015; Yahaya 2016). Furthermore, previous studies acknowledged and Ebrahim, that organizational commitment is an important predictor of organizational citizenship behaviour (OCB) (Zeinabadi, 2010; Javadi and Yavarian, 2011; Jo and Jo, 2011; Daly et al., 2014; Buch et al., 2015; Jain, 2015; Shafazawana et al., 2016). Therefore, the main focus of the present study is to observe whether there are positive relationships between organizational citizenship behaviour (OCB), the four aspects (idealized influence, inspirational motivation, intellectual stimulation and individual consideration) of transformational leadership and the three components (affective, continuance and normative) of organizational commitment, in the three leading telecommunication companies in Mogadishu, Somalia. Consequently, this study aims to compare and differentiate between the companies based on the studies variables in the research.

Furthermore, the quest to maintain sustainable competitive advantage in an era of rapid global economic and technological changes requires improvement in workplace commitment and employee citizenship behaviour (Islam *et al.*, 2016). However, there is limited scientific research on organizational citizenship behaviour

(OCB), transformational leadership, and organizational commitment in the Somali telecommunication industry (Mohamed et al., 2013 Ali and Ibrahim, 2014; Abdiaziz and Yassin 2014). Therefore, this study aims to examine the mediation role of the three forms of organizational commitment on the relationship between the four aspects of transformational leadership organizational citizenship behaviour (OCB). In addition, this work provides industrial corporations to have consistently adopt and undertake measures to comprehensively comprehend the concepts of organizational citizenship behaviour (OCB), transformational leadership attributes and organizational commitment to help industries improve and increase productivity. Hereafter, the problem statement of study will be discussed as the next paragraphs to highlight the issues of the telecommunication companies.

1.3 Problem Statement

Understanding the importance of the employees who go above and beyond the "call of duty" for the sake of upholding and achieving highly organizational goals or targets, organizational citizenship behaviour (OCB), remain as one of the main critical issues in the developing countries, especially, the leading three telecommunication companies in Mogadishu, Somalia. Organizational citizenship behaviour (OCB) has serious effects and contributes not only to variety of individuals but also organizational level outcomes, i.e. productivity, customer satisfaction, reduced costs, withdrawal-related criteria, and unit-level turnover (Jha, 2014; Chung, 2015; Han et al., 2016; Islam et al., 2016). Conversely, the dynamics of globalization and technological developments have resulted in many demands, and therefore, placing issues such as organizational citizenship behaviour (OCB) on the agenda for discussion (Reza Zeinabadi, 2013; Chung, 2015). This is because organizations cannot anticipate through formally stated in-role job descriptions; the entire array of organizational citizenship behaviour (OCB) is needed for achieving organizational goals (Chung, 2015; Jain, 2015; Jha, 2014; Nasra and Heilbrunn, 2015; Han et al., 2016; Islam et al., 2016). Therefore, the telecommunication

companies are continuously searching for methods to promote their organizational goals, values and improve employees' citizenship behaviour (Ali and Ibrahim, 2014).

It is believed that success or failure of organizations of any kind significantly depends on its leadership (Northouse, 2010; Abid and Farooqi, 2015; Han *et al.*, 2016). In actual fact, it is important to establish practicable relationship between employer and employees' to avoid poor performance, stumpy innovation, and unmotivated employees (Muchiri *et al.*, 2012; Guay, 2013; Katou, 2015; Han *et al.*, 2016; Berkovich, 2016). Nevertheless, in the context of Somalia, the employees in the telecommunication companies have often developed precarious issues, appalling lackadaisical attitude in the workplace environments (Ali *et al.*, 2013; Mohamud *et al.*, 2013; Ali and Ibrahim, 2014). Accordingly, this indicates lack of awareness, enthusiasm, performance, productivity, late coming, poor time management, laziness, self-interested, and the failure to meet deadlines has become a common practice for the employees (Abdi and Ali, 2013; Ali *et al.*, 2013; Abdiaziz and Yassin, 2014). Therefore, it is certain that leadership is a key to improve employees' citizenship behaviour in the telecommunication companies in Mogadishu, Somali.

Although many leadership theories have been studied enormously, transformational leadership has been the most frequently supported leadership theory over the past two decades to improve OCB among the employees (avolio *et al.*, 2009). In this view, in the context of Somalia, the traces of transformational leadership style has been found in the telecommunication companies in Mogadishu, Somalia, which need to be improved (Ali and Ibrahim, 2014). In fact the transformational leaders influence the employees/followers via their four characters (dimensions) e.g., (idealized influence, inspirational motivation, intellectual stimulation and individual consideration). Instead, organizational leaders often seem to struggle earning the trust and the respects of the employees innately via idealized influence (charisma) which forms as one of the most important aspects of the transformational leader (Northouse, 2010; Abid and Farooqi, 2015; Han *et al.*, 2016). This circumstance remains as of the crucial leadership challenges in today business environments to create and maintain more practicable relationship between employeer

and employees' (Zacher and Jimmieson, 2013; Han *et al.*, 2016). In actual fact, failure to uphold the affiliation leads to a situation where employees no longer cooperate with the organization (Abid and Farooqi, 2015; Han *et al.*, 2016; and Berkovich, 2016). Moreover, it worsens when organizational leaders fail to inspire or motivate employees to go above and beyond their job description in order to achieve organizational targets. In turn, unmotivated employees are more likely to report a decrease in perceived obligations, and poor performance toward the organizational goals (Muchiri *et al.*, 2012; Guay 2013; Katou 2015; Berkovich 2016). Therefore, this is the reason why organizations struggle with in trying to cultivate a dynamic organizational culture, maximize productivity and sustainability (Ali *et al.*, 2013; Mohamud *et al.*, 2013).

Furthermore, in the face of intense competition, improving and transforming employees' intellectual innovation and creative thinking to meet the organizational goals seems to be challenging as well (Guay 2013, Katou 2015). Accordingly, the lack of transmitting employees to use variety of skills such as, vision, decision making, problem solving in the workplace environment leads toward organizational fail to achieve competitive advantages its targets (Zacher and Jimmieson 2013; Berkovich 2016). In addition, employees' individual consideration, the confidential attention given to employees concerns to rise above the personal difficulties often seems to be ignored by the organizational leaders. In this case, previous studies raised predicaments concerning results from organization's fair and supportive treatment of its employees which decreases the level of organizational citizenship behaviour (OCB) among the employees (e.g., Reza Zeinabadi 2013; Guay 2013; Jha 2014; Katou 2015; Berkovich 2016). Accordingly, the telecommunication companies in Mogadishu, Somalia, are suffering analogous difficulties', in which the limited academic knowledge in the area (Ali and Ibrahim, 2014), emphasized poor consideration of transformational leadership style in the industry could be a major challenge militating against employees' attitudinal behaviours and citizenship behaviour.

In the view of employees' attitudinal behaviours, organizational commitment initially replicates the combination of desired (affective), perceived cost (continuance) and obligation (normative) (Meyer and Allen, 1991). In Somalia, the telecommunication companies are challenging to maintain employees' desire/loyalty, recognition the cost associated upon leaving, and sense of moral obligation toward the organizational goals and values (Osman, 2011; Warsame 2015). For example, initiatives that determine the organization's operations or violate the employeeemployer attachments are often associated with lower levels of commitment among the employees (Allen et al., 2011; Yang, 2012; Top et al., 2015). More precisely, employees' attachment along with desire and loyalty toward organizational goals and values, seem to result poor organizational outcome, performance, productivity, and breakdown to achieve competitive advantages (Top et al., 2015). This due to the fact that organizations often increase high levels of uncertainty and threats to pose sense job of insecurity and often can result in withdrawal behaviours', increase turnover, absenteeism, apathy, cynicism, and intention to quit therefore tend to affect employees' commitment toward the organization (Ismail et al., 2011; Top et al., 2015; Bashir and Long, 2015; Islam et al., 2016). Therefore, since the employees' attitudinal behaviours tend to affect the level of organizational commitment, it can be surmised as it's due to the lack of (OCB) among the employees' (Allen et al., 2011; CH Chan and Mak, 2014; Kuok and Taormina, 2015; Chan and Mak, 2014; Islam et al., 2016), and hence forms the main focus of the present study.

Essentially, based on the above discussion, the current study arises to investigate whether there is a difference in OCB, transformational leadership and organizational commitment, between the three telecommunication companies. Moreover, the present study raised question about the prospective mediating effect of the three components (affective, continuance and normative) of organizational commitment. Specifically, does the three components (affective, continuance and normative) of organizational commitment mediate the relationship between the four aspects (idealized influence, inspirational motivation, intellectual stimulation and individual consideration) of transformational leadership and OCB?

In fact, numerous studies established comprehensive review of literature indicating that organizational commitment is attitudinal and behavioural outcome of transformational leadership (e.g., Luton, 2010; Dhawan and Mulla, 2011; Ismail et al., 2011; Abid and Farooqi, 2015; Top et al., 2015; Han et al., 2016; Yahaya and Ebrahim, 2016). On the other hand, organizational commitment has been identified as an important predictor of organizational citizenship behaviour (OCB) (Zeinabadi, 2010; Javadi and Yavarian, 2011; Jo and Jo, 2011; Zeinabadi and Salehi, 2011; Daly et al., 2014; Buch et al., 2015; Jain, 2015; Abid and Farooqi, 2015; Shafazawana et al., 2016; Islam et al., 2016). However, pervious researchers claimed that among the three-components of organisational commitment, affective explains overall organizational commitment (e.g., Toma's and Manuel, 2008; Liu, 2009; Allen et al., 2011; Andressen et al., 2012; Ashikali and Groeneveld, 2013; Saboe et al., 2014; Buch et al., 2015; Caillier, 2015; Han et al., 2016). Therefore, the present study employs the full components of organizational commitment to predict employees' citizenship behaviours. Specifically, do continuance commitment, as the employees' recognition the cost of the variety of personal investment in the organization, as well as, normative commitment, the morality and sense of obligation toward organizational goals and values predict employees' OCB?

This study seeks to contribute to the growing body of knowledge on how transformational leadership and organizational commitment together affect and explain organizational citizenship behaviours (OCB) to fill the existing gaps in literature. Therefore, organizational citizenship behaviour (OCB) model could be extended further to improve understanding of the challenges of transformational leadership and organizational commitment in the telecommunication sector. Moreover, this research is intended to improve on the knowledge dynamics of organizational citizenship behaviours (OCB), transformational leadership and organizational commitment in the telecommunication sector. Moreover, this research is intended to improve on the knowledge dynamics of organizational citizenship behaviours (OCB), transformational leadership and organizational commitment in the context of the telecommunication industry in Mogadishu, Somalia. This will potentially improve organization in the industry in Mogadishu City and Somalia in general.

1.4 Research Questions

- 1. Whether there is a difference in OCB between the three companies?
- 2. Whether there is a difference in transformational leadership between the three companies?
- 3. Whether there is a difference in organizational commitment between the three companies?
- 4. What is the relationship between transformational leadership and OCB?
- 5. What is the relationship transformational leadership and organizational commitment?
- 6. What is the relationship between organizational commitment and OCB?
- 7. What role does organizational commitment play in the relationship between transformational leadership and OCB?

1.5 Research Objectives

- 1. To determine the difference of OCB between Hormuud, Nationlink, and Telecom.
- 2. To investigate the difference of transformational leadership between Hormuud, Nationlink, and Telecom.
- To evaluate the difference of organizational commitment between Hormuud, Nationlink, and Telecom.
- 4. To investigate the relationship between transformational leadership and OCB.
- 5. To examine the relationship between transformational leadership and organizational commitment.
- 6. To find the relationship between organizational commitment and OCB.
- 7. To investigate the mediation role of organizational commitment on transformational leadership and OCB.

1.6 Scope of the Study

The present study is based on the importance and prolonged key research area to further extend the understanding of how the four aspects (idealized influence, inspirational motivation, intellectual stimulation and individual consideration) of transformational leadership and the three forms (affective, continuance and normative) of organizational commitment together explain employees' OCB. The study is conducted on the three main telecommunication companies (Hormuud, Nation-link, and Telecom) in Mogadishu, Somalia, out of six companies. The public telecommunication companies has been considered as one of the most important in Somalia's economy (Dahie et al., 2016; Osman et al., 2016; Mohamud et al., 2013; Abdiaziz and Yassin 2014), in spite of central government absence in Somalia for nearly past three decades. During the collapse of Somali central-government (1991-1993), the public telecommunication system was almost dismantled. Despite the difficulties, private operators in the Somali telecommunication industry (Hormuud, Nation-link, and Telecom) have successfully revived the nation's telecommunication systems. In addition, the telecommunication sector creates jobs and business opportunities in the Somali economy (Abdi and Ali, 2013; Mohamed et al., 2013; Ali and Ibrahim, 2014).

Indeed, the importance of the industry economically and socially stressed for researching enhanced organizational ways to overcome the various organizational and business challenges. The current study aims to compare and differentiate between the three companies in terms of their practice toward the studied variables. Moreover, this study investigates the relationships between OCB, the four aspects of transformational leadership, and the three forms of organizational commitment. More importantly, the present study examines the mediation role of organizational commitment on the relationship between transformational leadership and OCB, which has been unobserved by previous studies. In this case, the present study sampled a total 1427 population of technical employees from the three telecommunication companies, which could be an appropriate scope and forms the main focus of the present study.

The technical employees as the population of the study fall into two categories; technical supervisors and technical officers. The technical supervisors are those who ensure that job descriptions accurately record the primary responsibilities, qualifications and terms for each job role in their group. They set performance standards for tasks, jobs and roles of their employees. They provide ongoing feedback about the employee's performance. On the other hand, the technical officers are those who monitor and maintain the systems and networks. They install and configure systems, diagnose hardware and software faults and solve technical and applications problems, either over the phone or in person. The next paragraphs will discuss briefly on the significance of the study.

1.7 Significance of the Research

The growing impact of transformational leadership and organizational commitment can contribute to existing research on organizational citizenship behaviour (OCB). The mediation role of the three-components (affective, continuance and normative) of organizational commitment specifically has been overlooked by previous studies on the relationship between the four aspects of transformational leadership and OCB. The past researchers considered only affective commitment dimension, in which they claim affective commitment explains overall organizational commitment, leaving un-examined the employees' recognition the cost of the personal investments as well as the morality and the sense of obligation toward organizational goals and values. Therefore, this study seeks to contribute to the growing theoretical area and provide further empirical evidences that advance the understanding on how transformational leadership and organizational commitment together affect and explain organizational citizenship behaviour (OCB). Thus, any improvements on the concept of organizational citizenship behaviour (OCB) will be significant.

The study provided further support on the most influential aspect of transformational leadership on the three-components of organizational commitment and OCB among employees in the telecommunications industry in the developing countries. It provides insights for improving employee's organizational citizenship behaviour (OCB) in the industry through the high levels of identification with the values and goals of the organization. Furthermore, the concept of transformational leadership can enhance organizational commitment, which influences employees' OCB. The results of the present study indicate that through the effects of organizational commitment, the telecommunication industry employees are more likely to perform OCB and overall organizational goals and values can be achieved. In addition, the findings will be potentially valuable for improving employees' citizenship behaviour in the industry, which develops employee attitudes and positive behaviours that advance overall organizational fortitude.

The findings from the present study give guidelines to the telecommunication executives in the developing countries to coordinate their management activities toward achieving citizenship among their employees. Accordingly, it is important to implement such pre-requisites as counteractive actions to create integrations among the employees which help to succeed on competitive advantages'. Moreover, the current study will avail telecommunication industries to construct and maintain transformational leadership, which is the real driver to implement employees' organizational commitment and employees to do more than they intended to do (OCB) for the sake of the organization. Finally, this study potentially improves the obstacles affecting employees' attitudes, behaviours, values and organizational goals in the industry in Mogadishu city and Somalia in general.

1.8.1 Organizational Citizenship Behaviour

1.8.1.1 Conceptual Definition

Organizational citizenship behaviour (OCB) is referred to discretionary individual behaviour that is not directly or explicitly recognized by the formal reward system that promotes greatly overall organizational fortitude (Organ, 1988; Podsakoff *et al.*, 1990; Organ *et al.*, 2006). The term discretionary implies the behaviours are not enforceable requirement of the role or the job description. To be precise, it clearly specifies the behaviours are matter of personal choice such that its omission is not generally understood as punishable by the terms of an employment contract (Podsakoff *et al.*, 1990; Organ *et al.*, 2006; Connell *et al.*, 2013).

1.8.1.2 Operational Definition

Organizational citizenship behaviour (OCB) refers to an individual's voluntary extra-role of activities that involves doing further tasks outside the job description for the good of the organization. In other words; it is a scenario in which an employee helps another colleague employee out of free will for the sake of the organization. According to Organ (1988) and Podsakoff *et al.*, (1990) employees are performing OCB when employee shows concern toward other employees' (*altruism*), observes the organization's rules and regulations (*conscientiousness*), do not complain about minor issues (*sportsmanship*), polite toward others (*courtesy*) and responsible to participate and concerned organization's activities (*civic virtue*).

1.8.2 Transformational leadership

1.8.2.1 Conceptual Definitions

Transformational leadership refers to the situation whereby by a leader offers charismatic intellectual stimulation, inspirational motivation and individual consideration (Bass, 1985). Transformational leaders change people from followers to leaders by imparting selflessness for the good of the organization (Bass, 1985). In general, transformational leaders inspire and encourage followers to accomplish goals, processes, and concentrated on the leaders (Bass and Avolio, 2004). According to Bass (1985) and Nont (2012), transformation leaders encourage and inspire followers to go beyond expectations of the average of workplace.

1.8.2.2 Operational Definition

Transformational leadership typically promotes dramatic changes in employees, raises their individual needs and motivates them to perform beyond their expectations. In other words, such a leader facilitates, motivates and prioritizes individual tasks for the collective good of the organization. Such leaders can advance the organization's goals and objectives by promoting employee needs. In this study, transformational leadership is referring to style of leadership that stimulates popular piety and enthusiasm (*idealized influence*), high expectation toward significant vision (*inspirational motivation*), creativity and innovation (*intellectual stimulation*) and consideration given to subordinate to commit the mission and the vision (*individual consideration*).

1.8.3 Organizational Commitment

1.8.3.1 Conceptual Definition

Organizational commitment has been defined as the psychological attachment and strong beliefs that stimulate employees towards organizational goals, values and ensures loyalty. It is the driving force that employees exert remain members of the organization (Meyer and Allen, 1991). According to Meyer and Allen (1991), organizational commitment can be distinguished into three sub-components which are; affective, continuance and normative. Affective commitment is the involvement and or emotional attachment of employees to their organization (Meyer and Allen, 1991). Conversely, continuance commitment refers to an employee's need to remain with the organization due to the consequences of leaving or quitting (Meyer and Allen, 1991). Normative commitment revolves around the feelings (obligation) of an employee or volunteer to duties in the organization (Meyer and Allen, 1991).

1.8.3.2 Operational Definition

Organizational commitment refers to the scenario in which an individual with psychological attachment to an organization and desires to remain. Typically, such an individual is characterized with strong attitudes and beliefs towards achieving organizational goals and values. In other words, the emotional connection between an individual and his organization is strong. As a result, the individual selects to remain a member of the organization. According to Meyer and Allen (1991) organizational commitment is distinguished into three-components as individual desires to involve and emotionally attached to the organization (*affective commitment*), recognises the perceived cost (*continuance commitment*) and sense of obligation to remain and perform (*normative commitment*).

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