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The Effects of Authentic Leadership on Creative Performance and Innovation in Modern-Day Entrepreneurship

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The Effects of Authentic Leadership on Creative Performance and Innovation in Modern Day Entrepreneurship

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Abstract:

Entrepreneurship is an opportunity to not only experience the influence of authentic leadership, but to also experience the freedom of expression that can lead to novel ideas. We have entered a turbulent time in our global environment which emphasizes the need for entrepreneurial spirit, therefore making creativity and innovativeness critical for success. As leaders, we must highlight the types of leadership that support the capacity for ingenuity and the entrepreneurial nature of the individual. This study examines the relationship and trends between authentic leadership and creative performance and innovation in modern-day entrepreneurship. The main findings of existing literature suggest that authentic leadership instills individual authenticity which encourages an atmosphere for creativity, or creative performance, to thrive. Authenticity is said to directly influence creative performance by stimulating and sustaining original ideas.

Authenticity also indirectly influences innovation by supporting the individual, thus supporting an organization's uniquely diverse culture, resulting in outcomes that stand out in the field. This qualitative research utilizes interviews to explore these statements by looking at creative performance and innovative success through the lens of modern-day entrepreneurship. Ten entrepreneurial individuals participated. Each of them was asked a series of questions related to creativity, goals, authentic leadership influences, and self-perceived impact of such influences on creative performance. This study hypothesized that authenticity and creativity are related and share characteristics that arise from the influence of authentic leadership. The results support this

hypothesis and also suggest other leadership practices that support creative performance and innovation in entrepreneurship.