# EXPLORING THE COMBINED EFFORT OF AUTHENTIC LEADERSHIP AND PSYCHOLOGICAL CAPITAL ON JOB SATISFACTION MEDIATED BY JOB STRESS, IN BANGLADESH, PHARMACEUTICAL INDUSTRY

UMME SALMA SULTANA

DOCTOR OF PHILOSOPHY

UNIVERSITI MALAYSIA PAHANG

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### UMME SALMA SULTANA

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#### ABSTRAK

Kajian ini bertujuan untuk memahami usaha gabungan kepimpinan tulen dan modal psikologi dalam mengurangkan tekanan kerja dan meningkatkan kepuasan kerja dalam konteks industri farmaseutikal di Bangladesh. Bagi tujuan ini, satu penyelidikan kuantitatif telah dijalankan bagi mengkaji hubungan antara pembolehubah-pebolehubah tersebut. Kajian ini menggunakan kaedah borang soal selidik yang dihantar menggunakan emel kepada syarikat-syarikat farmaseutikal di Bangladesh bagi mengumpul data dari para pekerja peringkat pertengahan di syarikat-syarikat tersebut. Sebanyak 870 borang soal selidik telah diedarkan kepada semua responden yang berpotensi. Dari jumlah itu, 242 borang soal selidik telah dikembalikan dan 215 telah dipilih untuk tujuan analisis data. Pendekatan Pemodelan Persamaan Struktur (SEM) digunakan untuk menguji rangka kerja konseptual manakala SmartPLS 3 digunakan untuk menguji semua hipotesis. Penemuan model pengukuran keseluruhan dan analisis model struktur menunjukkan bahawa semua komponen kepimpinan tulen dan modal psikologi berjaya mengurangkan tekanan kerja secara ketara. Kepimpinan tulen dan modal psikologi sebahagiannya meningkatkan kepuasan kerja secara langsung. Walaubagaimanapun, apabila tekanan kerja mengantara hubungan kepimpinan tulen dan kepuasan kerja, dan antara modal psikologi dan kepuasan kerja, semua komponen lain meningkatkan kepuasan kerja dengan ketara kecuali Optimism. Dapatan kajian membuktikan bahawa kepimpinan dan modal psikologi yang tulen perlu diamalkan secara holistik untuk mengurangkan tekanan kerja dan meningkatkan kepuasan kerja dalam konteks industri farmaseutikal di Bangladesh. Kajian ini memberikan pemahaman yang mendalam tentang hubungan antara kepimpinan tulen, modal psikologi, tekanan pekerjaan, dan kepuasan kerja. Oleh itu, penemuan kajian ini dapat menambah pengetahuan sedia ada yang berkaitan dengan kesan kepimpinan tulen dan modal psikologi terhadap tekanan kerja dan kepuasan kerja dalam teori dan amalan.

#### ABSTRACT

This study aims to investigate the combined effort of authentic leadership and psychological capital in decreasing job stress and increasing job satisfaction in the context of the pharmaceutical industry in Bangladesh. This quantitative study employed the use of a questionnaire in order to determine relationship between these variables. The questionnaires were sent to the respondents via email in order to collect data from midlevel employees who are working with pharmaceutical companies in Bangladesh. They were asked to complete the questionnaire anonymously. A total of 870 questionnaires were distributed to all the potential respondents. A total of 242 questionnaires were returned from which 215 were selected as appropriate for data analysis. Structural Equation Modelling (SEM) approach was used to test the conceptual framework while SmartPLS 3 was used to test the hypotheses. The findings from overall measurement model and structural model analysis indicate that all components of the authentic leadership and psychological capital significantly decrease job stress. In addition, authentic leadership and psychological capital partially increase job satisfaction directly. However, when job stress mediates the relationship between authentic leadership and job satisfaction and between psychological capital and job satisfaction, all other components significantly increase job satisfaction, with the exception of Optimism. The results provide evidence that authentic leadership and psychological capital should be practiced holistically to decrease job stress and increase job satisfaction in the context of the pharmaceutical industry in Bangladesh. This study offers a deep understanding of the relationship between authentic leadership, psychological capital, job stress, and job satisfaction and the findings of this study add to the pool of knowledge related to the effects of authentic leadership and psychological capital towards job stress and job satisfaction in both theory and practice.

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# LIST OF ABBREVIATIONS

ALT	Authentic Leadership Theory
ALQ	Authentic Leadership Questionnaire
AVE	Average Variance Extracted
AMOS	Analysis of a Moment Structures
BAPI	Bangladesh Association of Pharmaceutical Industries
BC BOOSTRAP	Bias-Corrected Bootstrap
CB-SEM	Covariance-based Structural Equation Modelling
CMV	Common Method Variance
CR	Composite Reliability
DV	Dependent Variable
DGDA	Director General of Drug Administration
GDP	Gross Domestic Product
HR	Human Resource
HRM	Human Resource Management
HMRC	Heterotrait-Monotriat Ratio of Correlation
IV	Independent Variable
LSR	Linear Structural Relations
MC	Multinational Corporation
MPO	Medical Promotion Officers
PCQ	Psychological Capital Questionnaire
PC	Psychological Capital
PLS-SEM	Partial Least Squares Structural Equation Modelling
PCA	Principal Component Analysis
SEM	Structural Equation Modelling
SPSS	Statistical Package for Social Sciences
TRIPR	Trade Related Intellectual Property Rights
TAL	Theory of Authentic Leadership
USD	United States Dollar
USA	United States of America
UK	United Kingdom
VIF	Variance Inflator Factor
WHO	World Health Organisation

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