**Role of management, leadership and the effect of followers in the organization**

Eileen Merced

School of Business, Liberty University

**Author Note**

Eileen Merced

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Correspondence concerning this article should be addressed to Eileen Merced

Email: [emerced1@liberty.edu](mailto:emerced1@liberty.edu)

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In the organization is not only important to established a vision and mission, is also important for the organization to have the right personnel, management and leaders that will be able to drive companies’ strategy. From the CEO to upper and middle management, they have the responsibility to create, implement and adjust strategies as needed to be profitable and stay competitive. With the evolution of technology, the innovation of products, the change of customer and employees demand companies are seeking for new methods of management to be more efficient. Without human capital, organizations cannot exist. For generations, the concept of management was defined as employees that were responsible of managing a store, organization, school, hospital but then it was seen for many as leaders. Through the years the concept of management and leadership change and it has been seen as too different concept.

**Role of Management**

Management is the process used to accomplish organizational goals through planning, organizing, leading, and controlling people and other organizational resources (Nickel et al. 2020). Management includes the functions of planning, organizing, leading and controlling to achieve goals efficiently and effectively (Satterlee, 2018). Kearns (2006, as cited by Chua et al. 2016), therefore, without the support from top management, business strategies would not be executed effectively and efficiently (Kearns, 2006). Generally, companies’ structures are Board of Director, CEO, Top Management, Human Resource, and, lower to middle management. This structure also will depend of the size of the company. In small businesses and family businesses, the owner sometimes plays multiple roles.

However, it is good to mention that through the years and the changes that companies are facing specially after the COVID-19 pandemic companies are more focus in

innovate not only through the creation of new products, they are trying to innovate the way the manage their team and look for new methods to be more efficient and productive. According to Satterlee (2018), she said that management has four roles, planning, organizing, leading and, controlling and managers not only have to be knowledgeable and expert in these four areas they need to know the role and duties of the employees (p.5). Middle managers play a key role in an organization linking the strategic goals of top management to the implementation of these strategies by the lower-level employees (https://doi.org/10.1108/HRMID-06-2020-0162). Vugec (2020), owing to the change in global markets and knowing the importance of the business process in the organization, and the importance of management in practice organization needs to adapt to new conditions to stay competitive.

**Leadership**

Over the years, words "leadership" and "management" have, in the organizational concept, been used both as synonyms and completely different definitions (Samosudova, 2017). Management and leadership are not synonymous, and both are needed for an organization to succeed (Satterlee, 2018). Marker (2010), a good manager, because of their power gets employees to do what he-she wants a good leader inspires others to want what he/she wants (p. 32). Effective leaders should be visionaries who are adaptable and have the ability to inspire others toward a collective goal (Cox, 2016). As well, you don’t need to be a manager or be in a higher position to be a leader. Leader as a difference of a manager that is focus in planning, organizing, leading and controlling, leader can be someone that believes in the company culture, that focus in motivate others to work toward the same goal, leader can be someone that is not a teacher always is motivating and checking on the students and support them as needed, leaders influence others.

Duey 7 to the different definition of leadership and management and due to the adaptation of the business to these concepts’ researcher classify leadership in two categories, transformational and charismatic leaders. Transformational leaders (TLs) motivate followers to commit themselves to organizational objectives and to realize performance outcomes, which excel beyond expectations (Steinman et al. 2018). Grabo and van Vugt (2016), a charismatic pioneer is a leader that regroups people of an organization and serve as a focal point, this one will serve as a central point. Using the context of evolutionary phycology Grabo and van Vugt (2016) define charismatic leadership as the ability of a leader to solve challenges in groups. Hence, groups will be able to work together (p.401).

**Followers**

The goal of an organization strives in have profitable sales, have an efficient execution of strategy, stay competitive among others, but the investment in internal environments like human capital and have a great management team and leaders will be crucial. Beyond that, having followers that will be able to promote company culture, followers that will be the voice of the company will be important. Satterlee (2018), a leader cannot lead without followers. Companies can offer a good salary and compensation plan but the job satisfaction, the internal environment, good leader and management team are the key which an employee makes the decision to follow his manager, be loyal and trust him/her. Back in history when God creates Men’s and Women, we can see the importance of leaders and their role and how followers follow Jesus after they saw what God was doing was good. 7 But Jesus withdrew himself with his disciples to the sea: and a great multitude from Galilee followed him, and from Judaea, 8 And from Jerusalem, and

https://kingjamesbibleonline.org. 34 Some of the people became followers of Paul and believed. Among them was Dionysius, a member of the Areopagus, also a woman named Damaris, and a number of others. (Acts 17:34, King James Bible Online. https://kingjamesbibleonline.org.

It is important in the organization that leaders engage with his/her followers. One of the main tasks for most leaders is interacting with their followers (Gattermann et al. 2017). Leaders need to be a role model of the company, do what is right and lead by example. Followers need to feel that they are valuable to their leader and to build that relationship leaders need to engage, motivate followers, build a relation of trust and keep the channel of communication open all the time.

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