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RESEARCH ARTICLE

"CULTIVATING SUCCESS: THE TRANSFORMATIVE POWER OF INSPIRATIONAL LEADERSHIP FOR ENTREPRENEURS"

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Abstract

Innovative leaders establish psychologically stable settings, facilitate associations, and increased organizations. Businesses nowadays must innovate if they are to thrive and endure in a cutthroat economy. Organizational performance is driven by inspirational leaders. Entrepreneurship research is a fairly new field of research (Cornelius et al., 2006). The foundation and development of start-ups are inevitably connected with leadership. This is unexpected considering how important inspirational leadership is to a start-success. up's Inspiring leadership stimulates innovative and creative thinking and significantly enhances team and individual performance. By appealing to our inner motivation and values and inspiring individuals to follow their passions and ambitious goals, it effectively unlocks hidden potential. This study focuses on shedding light on the inspirational leadership characteristics exhibited by entrepreneurs in India. The primary objective is to conduct a qualitative analysis of the personality profiles of these entrepreneurs, aiming to identify key traits and qualities that contribute to their success. The research specifically emphasizes the importance of emotional intelligence and inspirational leadership abilities in entrepreneurial ventures. By adopting a case-based approach, the study utilizes primary data collected through interviews and focused group discussions. This methodology allows for a comprehensive exploration of the individual experiences and characteristics of entrepreneurs, providing valuable insights into their leadership styles. The qualitative analysis conducted in this study aims to unveil the winning characteristics that entrepreneurs possess, with a particular emphasis on emotional intelligence and inspirational leadership. The findings of the study are expected to offer a deeper understanding of the qualities that make entrepreneurs successful in today's dynamic society. The cases examined in the research highlight how inspirational leadership serves as a guiding force, enabling committed and motivated employees and teams to achieve significant organizational performance. This study contributes to the existing body of knowledge by providing a nuanced exploration of the personality profiles of entrepreneurs, emphasizing the role of emotional intelligence and inspirational leadership in their achievements.

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Introduction:-

One of the greatest military commanders in history, Alexander the Great, became a leader via his abilities, efforts, and successes rather than through birth. Leaders are not born; they are formed through experiences and capabilities. A motivational and nonviolent leader, Mahatma Gandhi played a significant role in the social movements in India and South Africa. He is now recognized as a global ambassador for human rights and peace. The philosophy of transformational leadership has been influenced by Gandhi's nonviolent activity, which has been praised by business professors all around the world. He exhibits a variety of traits that were difficult to explain through the numerous organizational and management theories presented in textbooks until many individuals started to examine his practices after his passing. We can start to comprehend how these principles can be applied to lead in a variety of contexts by contrasting Gandhi's real-world leadership examples with the ideas and concepts offered from diverse sources.

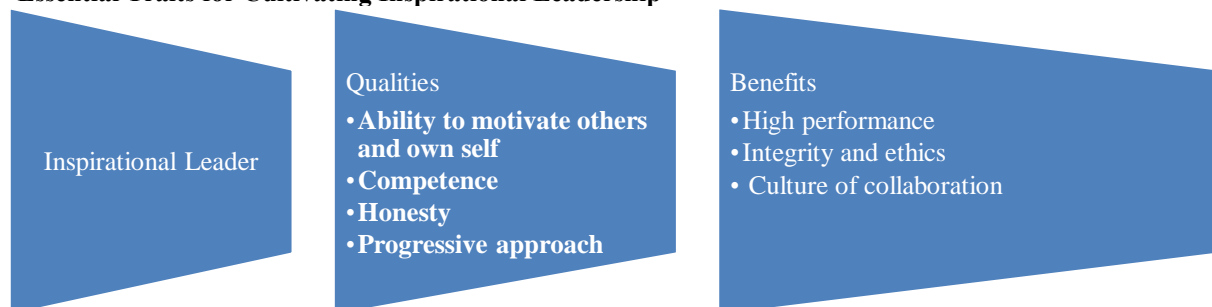
A leader needs a wide range of skills and abilities in order to motivate and influence people. The challenge of leadership, according to motivational speaker Jim Rohn, is to "be powerful, but not rude; kind, but not weak; aggressive, but not bully; thoughtful, but not lazy; proud, but not arrogant; have humor, but without folly" (2010). It takes a lot of effort to direct a whole group of people in one direction. One won't feel like they are leading; they will feel like they are attempting to herd cats if they lack excellent communication skills and a clear understanding of what has to be done. The concept of effective communication is broad.

Because they are much more productive, motivated people encourage those around them to aim higher as well. Followers view the inspiring leader as informed, wise, and sensitive to the issues at hand. This fosters follower confidence. The significance a motivating leader offers to wants and actions influences followers to have faith in them. Common opinions on what is wrong are shared by the leader and the followers, and the leader publicly states these opinions on their behalf. The inspirational leader, as opposed to the charismatic leader, can both represent and symbolize the follower's ego ideal.

The inspirational leader needs to have insight into what challenges followers will face and why. There are a wide range of actions that could inspire others. The leader could stress beating the competition, set difficult goals as standards, use symbols and images cleverly to convey ideas, give context to suggested actions, highlight reasons why followers will succeed, maintain composure in stressful situations, appeal to feelings, demand meaningful actions, and set challenging goals. The motivating boss encourages employees' excitement and says things that boost their self-assurance.

Motivating leaders can get followers to work harder than they would normally and against their own interests. The leaders' words, symbols, pictures, and vision of a brighter future can persuade people to put in that extra effort. It might be sparked by alleged shared goals with the leader. Peer pressure and other ritualistic institutional behaviours might perpetuate it. Manipulating meaning, managing impressions, shaping follower expectations, imagining, and intellectually stimulating followers can all be considered as overlapping elements of inspirational leadership conduct. This study's main goals are to highlight the inspiring leadership qualities of Indian entrepreneurs and to qualitatively examine the entrepreneur personality profile.

“Essential Traits for Cultivating Inspirational Leadership”



Source: Author's Compilation.

The Essence Of Inspirational Leadership

Transformational leaders can make ideal role models through their personality, strength of vision and enthusiasm (Chaudhary 2016), Inspirational leadership refers to any type of leadership that motivates followers to take action for the good of a group of people, an organization, or both. Certain circumstances in interpersonal relationships must be met for action to occur. Mutual trust and a leader's capacity to motivate others are two essential ingredients for success. Leavy (2008) When describing team dynamics at the middle management level in the world of business organizations, theories of leadership effectiveness based on general personal traits and styles usually function rather well. Understanding inspiring leadership as a dynamic process with context, conviction, and credibility as its major determinants helps provide deeper understanding of its nature at the institutional level. Leaders owe it to their teams to offer direction, mentorship, coaching, and resources. A leader should endeavor to empower their teams and establish the right environment for people to exercise their initiative and discretion while carrying out their tasks. Collins (2001) feels that taking a firm from "excellent to outstanding" is the defining "level-5" leadership characteristic. Following requires discipline and loyalty in return. Trust must be shared. Trust is a two-way process that can only be established by upholding our ideals to the highest levels and leading by example.

Inspirational leadership is characterized by individuals who serve as ethical role models, upholding a set of fundamental principles aligned with the values of the organization. According to Bass and Riggio (2006), inspirational leaders are distinguished by their ethical behavior and commitment to responsible and accountable actions. They actively engage in continuous self-improvement, striving to enhance their leadership skills and deliver exceptional results. Bass and Riggio (2006) emphasize that inspirational leaders lead by example, consistently demonstrating the values they advocate for. This commitment to living up to ethical standards fosters a culture of trust and integrity within the organization. The leaders go beyond verbal communication, actively implementing practices that mirror the values and principles they promote.

The concept of "walking the talk" is integral to inspirational leadership, as highlighted by Avolio and Gardner (2005). This leadership style goes beyond traditional management approaches, encouraging leaders to be authentic and transparent in their actions. Avolio and Gardner (2005) argue that inspirational leaders inspire others to elevate their performance by demonstrating a genuine commitment to the organization's ideals. In the context of fostering a growth-oriented ecosystem, transformational leadership theory, as outlined by Bass and Avolio (1994), emphasizes the influence of inspirational leaders on team innovation and performance. The work environment cultivated by inspirational leaders promotes coordinated action towards successful outcomes. Team members feel empowered, teamwork is evident, enthusiasm is prevalent, and employees are deeply dedicated to the organization's success. Tanaiwah's study in 2010 supports the idea that inspirational leaders are crucial for organizational development. These leaders act as accelerators for advancement and expansion, shaping favorable environments that enhance overall organizational performance. Tanaiwah (2010) highlights the role of inspirational leaders in cultivating workplace cultures that foster creativity, leading to increased agility, innovation, and invention.

Literature Review:-

According to Bass (1988), followers view an inspiring leader as informed, wise, and sensitive to the issues at hand. This fosters follower confidence. Common opinions on what is wrong are shared by the leader and the followers, and the leader publicly states these opinions on their behalf. The inspirational leader, as opposed to the charismatic leader, can both represent and symbolize the follower's ego ideal. The theoretical development of the conceptual limits of entrepreneurial ability is the first step in LANS et al (2008). 's work, which is followed by a description and discussion of the two situations. The debate and suggestions for entrepreneurial education as a subject of scientific inquiry are included in the paper's conclusion. Liao, et.al (2009) predicated on the premise that tight, ongoing, and customised interaction with followers is the key to a leader's ability to influence people. This study emphasises the significance of inspirational leaders who may establish attitudes that are essential for team effectiveness in geographically scattered settings by building socialised ties with team members. The role of this style of leadership in scattered settings is supported by research. People's commitment to the team and their trust in team members were significantly predicted by inspirational leadership, according to research. Further evidence that inspirational leadership is important in all contexts, but that it is particularly important in highly dispersed contexts comes from the positive relationship between inspirational leadership and people's commitment to the team and trust in team members, which was strengthened in more dispersed teams. Fairlie, et.al, (2012) evaluated the results of Indian businesspeople and the causes of their success. utilizing census data from the three most populous developed nations in the world that accept Indian immigrants—the United States, the United Kingdom, and Canada.

Kanjib (2013) seeks to describe and measure the phenomenon of emotional intelligence by introducing a new metric based on a holistic and system modelling approach. By creating and utilising a latent variable structural equation model within the predetermined confines of the psychosocial system, it develops, produces, and validates a model that conceptualises and measures the phenomena of emotional intelligence. It will give us a way to gauge each person's level of emotional intelligence. An emotional intelligence index will show the degree to which a specific person or group of individuals are emotionally intelligent and which regions, if any, do not possess this ability. In order to specify exactly what an attribute is, the strengths and weaknesses of different model components will also suggest characteristics at a given level. Mehta (2013) explains how the Emotional Intelligence Scale EI(PcSc) was developed and tested on a sample of 200 respondents. The EI(PcSc) scale is a two-part self-report questionnaire. six dimensions of emotional intelligence in the workplace measured by personal and social competence. Zaech (2017) examines the role of leadership in start-ups and presents a model of how the leadership style of founder-CEOs affects the performance of start-ups. A sample of 102 start-ups and their founder-CEOs were used to evaluate the model, which also contains feedback from 372 workers who rated the founder-CEOs' leadership style. According to the findings, transformational leadership significantly and favorably impacts start-up performance.

Bonau(2017) acknowledges that inspiring leadership has not received much attention from researchers. According to studies, inspirational leadership is especially important for practitioners. This essay will analyze the theoretical underpinnings of inspirational leadership and provide useful application strategies. When contrasting the many theories of inspirational leadership, it is clear that self-awareness and sincerity serve as the cornerstones for motivating followers and enacting a common vision. Das (2019) Examine the impact of important variables on the prosperity of women micro entrepreneurs in a few Indian states. To comprehend the impact of psychological, sociocultural, skill-related, and resource-related elements on the success of women entrepreneurs, an empirical study is conducted. A thorough questionnaire is created to gather data in order to meet the goal, and the t-test, chi-square test, and structural equation modelling are used to analyze the results. Samalopanan (2020) aims to comprehend young Indians' real-life experiences as they navigate the entrepreneurial road. Employing a qualitative approach, in-depth interviews with 15 start-up business owners were used to gather primary data. These accounts were contrasted with Bansal's portrayals of businesspeople in her book "Connect the dots." The thorough descriptions and interview transcripts were examined for emerging themes. The results indicated that a start-up entrepreneur would go through five distinct stages of development: the pre-entrepreneurial stage, the inflexion point, the cocoon period, the initial stage, the crisis stage, and, depending on the success factors and support received during the crisis stage, either a success stage or failure stage.

Mukesh (2021) examines the relationship between success motivation and the leadership styles of transactional and transformational leadership on the entrepreneurial potential of MBA and engineering students. The study's aims were investigated on a sample of 952 engineering and business students using a cross-sectional research design and a quasi-experimental research methodology. The results of the study show that there are statistically significant differences between students who are pursuing a business education and those who are looking for management education about their entrepreneurial potential. It also shows that leadership and achievement motivation are strongly associated with entrepreneurial potential, and that the association between achievement motivation and entrepreneurial potential is stronger among engineering students than among business students. The association between leadership and entrepreneurial potential is more significant among MBA students than among engineering students, and the impact of leadership is less significant than the impact of accomplishment motivation, which is significantly more positive. ABI/INFORM, EBSCO, Emerald, SAGE, Science Direct, and Wiley were the databases examined by the study in order to review only the most significant journals in the fields of leadership and entrepreneurship. These publications were chosen based on the following three selection criteria: (1) explicit analysis of leadership behavior in the context of start-ups; (2) publication in an academic, peer-reviewed journal; and (3) empirical character.

Successful Indian Entrepreneurs

Hayes (2017), India is the largest democracy in the world and a developing market that is expanding. Despite the fact that a significant portion of the population still lives in abject poverty, there are a number of well-known and successful Indian businesses and entrepreneurs. India has a long history of prosperous businesspeople, each with their own unique style. The members of Generation Y have been generating revenue in creative methods as opposed to the Generation X, who are seeking to climb the corporate ladder because Baby Boomers aren't retiring as promptly as planned. For them, this entails starting their own business. Even in the best of times, the grim reality that any independent company will fail haunts many business owners. Of all the people who have overcome

adversity that you are aware of, Sharma (2015) sheds light on the unexpected difficulties that new business owners face and shows how interconnected the problems with workforce, sales, and operations are. This article will highlight some of India's burgeoning entrepreneurs in the hopes that it would encourage you and help you realize that it's never too late or too early to pursue your entrepreneurial goals.

Table 01:- Showing “Corporate Profiles: Leaders, Challenges, and Competitors in Diverse Sectors.”

Entrepreneur	Industry	Company/product/services	Challenges	Competitors
Mukesh Ambani	Telecommunications, Energy	Reliance Industries, Jio	Regulatory hurdles, debt management	Airtel, Vodafone Idea, BP, Shell
Ratan Tata	Conglomerate	Tata Group	Global economic fluctuations, succession planning	Adani Group, Birla Group, Mahindra Group
Azim Premji	IT and Consulting	Wipro	Global economic slowdown, technological changes	TCS, Infosys, Cognizant, HCL
Adi Godrej	Consumer Goods	Godrej Group	Market competition, global economic conditions	Hindustan Unilever, ITC, Dabur
Kiran Mazumdar-Shaw	Biotechnology	Biocon	Regulatory approvals, research and development	Dr. Reddy's Laboratories, Sun Pharma
Byju Raveendran	EdTech	BYJU'S	Market competition, adapting to changing education	Unacademy, Vedantu, Khan Academy
Nandan Nilekani	IT and Consulting	Infosys, Aadhaar	Market competition, adapting to changing education	Unacademy, Vedantu, Khan Academy

Interpretation of above table:

The success of the mentioned entrepreneurs can be attributed to a combination of visionary leadership, strategic decision-making, and adaptability to changing market dynamics. Mukesh Ambani's adept strategic decisions, such as the expansion of Reliance into telecommunications with Jio, showcase his visionary leadership. His resilience in overcoming regulatory hurdles and effective debt management reflects a calculated risk-taking approach. Ratan Tata's success can be attributed to his strategic diversification within the Tata Group, demonstrating his visionary and adaptive leadership. Azim Premji's success in IT and consulting is grounded in his ability to navigate global economic challenges and embrace technological changes, showcasing resilience and adaptability. Adi Godrej's leadership in consumer goods is marked by a customer-centric focus, emphasizing the importance of understanding market competition and global economic conditions. Kiran Mazumdar-Shaw's success in biotechnology stems from her visionary approach to navigating regulatory complexities and prioritizing research and development. Byju Raveendran's triumph in EdTech reflects his entrepreneurial spirit, adapting to changing education landscapes and effectively competing in the market. Nandan Nilekani's success in IT and consulting, particularly with Aadhaar, highlights his strategic decision-making and adaptability to market changes. Overall, these entrepreneurs share traits such as resilience, strategic vision, adaptability, and a customer-centric focus, which have been instrumental in their respective successes.

Ritesh Agarwal

One of the most inspiring entrepreneurial journeys in India is that of Ritesh Agarwal. After quitting college, he started his first business, Oravel Stays, a series of inexpensive hotels that offered bed and breakfast. And when he found no other service offered a room for a budget tourist, that escalated to OYO rooms. OYO rooms, which began with just 11 rooms in a hotel in Gurgaon, has grown into a major destination for high-end hotel stays with 65000 rooms spread across about 5500 properties in India.

Kunal Shah

The renowned platform Freecharge, created by Kunal Shah and Sandeep Tandon, revolutionized the internet recharge system with three-step recharges and deals of the same value. The company was founded in 2010 and was recently acquired by Snapdeal.

Sridhar Vembu

Sridhar Vembu, the creator of Zoho, is now a household brand among businesses. He began his career selling network equipment for AdvetNet.Inc. AdvetNet.Inc was first not very well-liked, but over time it evolved into a ground-breaking online programme and applications supplier, later becoming Zoho. In the market for SAAS services, Zoho is currently a fierce competitor for MNCs like Google, Oracle, and Microsoft.

Azhar Iqbal

Azhar Iqbal left college after his fourth year (seventh semester). By introducing News in Shorts, the one and only app that delivers only the most important information in a news story to all those lazy individuals and even to those who don't have enough time to read through them all, he made headlines. Each news item is provided in fewer than 60 words thanks to the app. Have a moment to spare? News in briefs will keep you current on events. It began as a Facebook page and has now achieved such success that it was recently given INR 25 crore in investment.

Vijay Shekhar Sharma

Vijay Shekhar Sharma has come a long way from being a small-town boy from Aligarh who bought used tech magazines to being the founder of one of India's most reputable IT firms. He founded his first business, "XS Communications," after graduating from college. This campus-based firm produced Content Management Systems that were employed by important magazines including The Indian Express. Vijay previously acquired an 8 lakh rupee loan while attempting to launch (One97 Communications) Paytm, which plunged him into a never-ending cycle of debt. While India's telecom infrastructure was developing in 2010, Vijay's backers lacked confidence in the concept of a consumer service that would be geared towards mobile devices and serve the masses. He personally risked \$2 million.

Sachin Bansal

Flipkart is the new shopping destination for every compulsive shopper in India. Together with his brother Binny, the idea's creator Sachin Bansal revolutionised online purchasing, and Flipkart was born as the country's first e-commerce platform.

Sandeep Aggarwal

Sandeep Aggarwal, a successful entrepreneur, is the founder and CEO of Droom, an online marketplace for buying and selling vehicles of all kinds, including cars, motorcycles, bicycles, superbikes, supercars, classic cars, vintage motorcycles, and bicycles. The wholly value-based platform, which was established in April 2014, also offers some vehicle services, such as vehicle care and itemising, auto evaluation, roadside assistance, guarantee, and protection, which are offered by third-party suppliers. Additionally, he is a co-founder of Shopclues.com, the first managed marketplace in India.

Shradha Sharma

Shradha Sharma, the creator of YourStory, had the idea to tell the story of other entrepreneurs to the world, and there her idea came to life. With 72,000 pieces under its belt, YourStory is currently India's most popular startup platform. Every month, 10 million active readers engage with it.

Nandan Reddy

The way Indians eat has changed thanks to Nandan Reddy and his friend Sriharsha Majety. With Bundle, a logistics aggregator that linked SMEs with courier service providers, they both got their start. When Swiggy, the food delivery app, became a reality a year later and the company was operating rather well, they moved their attention to the foodservice sector. Since its launch, Swiggy has expanded quickly to take the lead in the Indian food delivery market by steadily reducing delivery times and enhancing the customer experience.

Phanindra Sama

RedBus was founded after its creator Phanindra Sama was unable to travel home for Diwali because of the notoriously bad Bangalore traffic. RedBus has made purchasing bus tickets much simpler than it was previously

possible. He identified certain significant problems with the then-current bus paradigm and determined that the internet was the appropriate medium for addressing these problems by assembling information on a platform where users could readily access it and make better decisions. RedBus began offering hotel reservations in April 2014 through the Ibibo Group. This was followed by RedBus' collaboration with Uber.

Reading the success tales of these bold businesspeople may inspire children more than anything else, in my opinion. Strikes, a labour and worker scarcity, legislative changes, corruption, and economic slowdowns have made the voyage difficult. However, throughout the history of Indian progress, they began with nothing and eventually got to the top of the field. We at Strawberry Branding applaud these budding leaders and hope they will continue to motivate us to succeed.

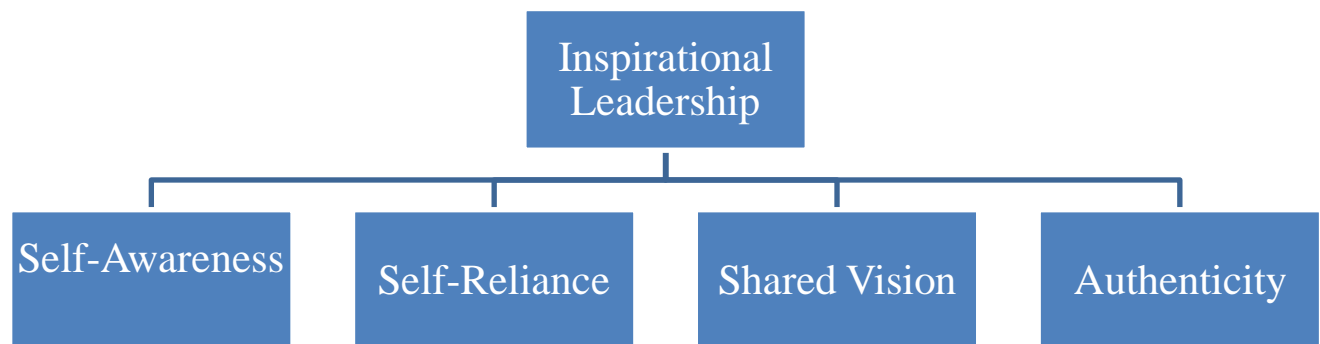
Aparna Pujari

Eila is an Indian based company in Karnataka that creates and sources only high-quality products, A pencil made of Old Newspaper water resistant. Our Eila seeded pencils are unique as they are capable of regenerating into a plant! They create zero waste and support a sustainable and healthy environment. Each pencil holds seeds in the end tip which can be planted after your pencil is too short to use. The pencils are HB using graphite as its writing lead, creating a safe, smooth, and excellent writing experience. Each pencil comes with planting instructions printed on seeded paper, meaning you can plant the paper too!

"The Building Blocks: Traits That Define Inspirational Leaders."

- By rising to greater levels professionally and reaching personal excellence, inspirational leaders not only benefit others but also themselves.
- Teams with high performance and motivation are more likely to be willing to meet their leader's high professional standards because of inspirational leaders' extraordinary motivational abilities.
- The team members are motivated and are more likely to be able to maximise their potential as a result of the inspirational leader's charisma.
- By acting morally & honestly at work, inspirational leaders develop a strong sense of self-awareness and operate with integrity.
- Inspiring leaders are considerably better at managing themselves while also giving others' needs and expectations the same amount of attention.

While there is no one-size-fits-all approach to being an inspirational leader, there are a few key traits that tend to apply across all those considered inspirational, and perhaps unsurprisingly these traits have nothing to do with background, education, intelligence or wealth.



Source: Bonau (2017)

Goleman (1998) also authored a piece titled "Leadership that achieves outcomes" for the Harvard Business Review. He drew on The Hay Group's leadership study for this piece. This study identified six unique leadership philosophies and examined how they affected groups, individuals, and teams. Goleman stated each style springs from different components of Emotional Intelligence. The styles are:

- Leaders that use coercion want rapid cooperation. (Coercive Leadership Style).
- Authentic leaders inspire followers to work for a common goal. (Visionary Leadership Style).

- Affiliative leaders foster peace and emotional ties. (Affiliative Leadership Style).
- Democratic leaders achieve consensus by enlisting support (Participative Leadership Style).
- Leaders who set the pace demand quality and initiative (Pacesetting Leadership Style).
- Future leaders are developed through coaching (Coaching Leadership Style)

“Goleman stated that the most effective leaders use a range of styles and adapt their style to suit the situation. His research indicated that Authoritative/Visionary Leaders were the most inspirational” as they were:

- Be a visionary.
- Be a motivator.
- Have very clear mission and expectations.
- Set the vision and then give others the opportunity to carry it out and be creative.

Research Methodology:-

Research Design

A case-based methodology was used to conduct this research. In other words, the authors determine that a case-based approach study would be the best type of research design after careful consideration. A case-based approach study is best suited for this research since it allows the authors to focus on and get in-depth understanding about entrepreneurs. Hopefully, the generality will help future investigators of similar circumstances. (Bryman 2011).

According to Bryman (2011), The three main standards for managing research are validity, reproducibility, and reliability. Additionally, the authors present cases of start-up entrepreneurs. Thus, the authors' choice for the research design which consists of a framework for gathering and analyzing the data, will be in the form of a case-based approach.

Research Approach

An Extensive literature review is done on a new concept of inspirational leadership with SLR approach. A research design approach is a qualitative approach using case-based research design. The secondary data is being collected through published sources indexed in Scopus, Web of science, EBSCO, Elsevier etc. The primary data has been collected through interviews and the Delphi method connecting with REVA Nest who are tech start-ups who are at various stages of their company. The Focus group interview was conducted with 22 start-up entrepreneurs in Bengaluru based on sector wise to develop cases on their personality profile using an un-structured questionnaire to explore how entrepreneur's leadership has been identified, diagnosed and experienced in practice.

Research Framework

In this study, both qualitative and quantitative research techniques were employed. The aforementioned design methodologies combined quantitative and qualitative data to address and explore the research subject.

The quantitative approach involved two separate data collection methods. The first type of data was gathered through a survey in which the authors conducted in-depth interviews to learn more about the start-up entrepreneurs' perceptions of the priorities set by REVA Nest Incubation Center. The poll was made in Google Forms and sent via email on the LinkedIn network. On LinkedIn, personal messages with a link to Google Forms were also employed to increase response rates.

The second method of data collection involved compiling keywords depending on the volume and traffic they receive. As there is not much existing literature in the inspirational leadership abilities are used, applied and experienced in start-ups entrepreneurs, this case study could be labeled as explorative.

Following are the few important questions asked:

What is inspired leadership at its core?

- Do you deal with uncertainty in your day-to-day work as a leader?
- How can we develop into inspiring leaders?
- What Effects Does Inspirational Leadership Have on the Climate, Performance, and Maturity of an Organization?

The three distinct methods of data collection (interviews, key word collections, and focus groups) were seen as complementing one another. In particular, some of the interviews may be viewed as both empirical data and a

technique for gathering particular empirical data. For instance, one interviewee's comments helped the writers add particular questions that were subsequently utilized in the survey.

Theoretical Discussion on Cases:

To effect change for organizations to strengthen their leaders' inspirational leadership skills, the growth mindset is crucial. Every person has the capacity to become an amazing leader; all we need to do is discover our inspiring potential and look for a chance to show it out. Each of us has an own inspired blueprint and a certain style. To have a greater impact on our followers, we can acquire, develop, and improve in certain talents. It's critical to recognize from away that developing into an inspirational leader takes concentration, practice, and the capacity for introspection. (Gallo 2019) Inspiration comes from within; it is intimately connected to our beliefs, values, and sense of self. Leadership that inspires others is both a mentality and a skill. It should be viewed as an action-oriented mindset where one person can stimulate someone else's heart and/or head, inspiring them to take action and accomplish something bigger than the status quo (Lucy Finney article Thales Learning). Although inspirational leadership is fantastic in and of itself, if it has no effect on the company, it is of limited benefit in the workplace. In light of this, we examine what inspirational leadership entails for business performance and why it's crucial.

Ritesh Agarwal, Founder, OYO Rooms

An Inspiring Indian entrepreneur and the Founder and CEO of OYO Rooms started his journey when he was 17 years old. He is known as the world's second youngest billionaire in 2020. Agarwal is also a recipient of the Business World Young Entrepreneur Award. His leadership qualities involved Pursuit of Passion, Think Big, Hire the Right People, remember you are Doing it for Customer, staying relevant, building the brand, Declutter and Prioritize, learning to unlearn and learn again are the business secret mantras for success. He strongly believes in distributed leadership where devolving decision-making to a broader group; letting employees own the problems you want them to solve; and empowering leaders to own and drive parts of the organization - while retaining a strong management core. At a recent meeting, Ritesh noted that the pace of growth surprises people who meet the company for the first time. He links it all back distributed leadership. That, he says, is what drives OYO's ability to scale.

Nivedan Nempe, Founder, Areca Tea

The creator of Areca Tea was born in the southern part of India, in a village called Mandagadde, located in the district of Shivamogga, Karnataka. His aim was to help the agricultural community, mainly the farmers produce to be put to use in different ways apart from the conventional consumption of the same. One such produce that attracted Nivedan's attention was Areca Nut. As a pharmacist, Nivedan started working on the photo-chemistry of Areca Nut and sent it to various labs for chemical identifications. In the meanwhile, he collected research papers published on Areca and found that it contains aqueous tannins and many useful chemicals such as anti-oxidants, Proline (Amino Acids) and digestive enzyme enhancing agents. With all the information he had gathered he started working on a new product. Extracting tannins from Areca and aided by his research, Nivedan introduced a new product to the world of tea lovers – Areca Tea. Nivedan's journey is truly a source of inspiration for young minds that are yearning to take off. Nivedan feels that the business opportunities are hidden in problems and crisis and it only takes a person the mindset to look, identify, explore and materialize the opportunity. "When you start, the first thing required is self-confidence and will power. People who think, "what will people say", must know that they have started their journey from a wrong point. They will never overcome the fear," he says giving out his secret mantra for success.

Radhakrishna and Raghunandan, Founder, Taxiforsure

Like every other start-up they went through their fair share troubles to finally become what they are today. Taxiforsure strives to provide safe, reliable and easy transportation for its customers. Radhakrishna and Raghunandan started Taxiforsure in 2011 with 25 cab operators in Bangalore and 15 in Delhi. Their humble beginnings on a rooftop bungalow now has over two lakh happy customers. Holding on to a high standard of transparency they believe that one should be able to book a cab with the assurance that it will arrive on time and that they would not be over-charged for it. Their vision to infiltrate every major city in India is quickly taking shape with their fully functional apps for both iOS and Android devices.

Mansi Gupta, Founder, Tjori

With roots in the small town of Jammu, she came a long way building a Rs 19 crore turnover company beating all the odds. Their online store, Tjori, now retails a diverse portfolio that includes apparel, wellness, footwear, and

jewellery products for both the domestic and global market. Tijori products have a footprint in more than 190 countries and are shipped to customers through FedEx, their courier partner. "In October 2013, we launched our products in India. Our turnover touched Rs 93 lakh in the first fiscal year in 2014. We hit Rs 10 crore in 2018," says Mansi, tracing her roller-coaster ride as an entrepreneur which hit the worst bump during the COVID-19 crisis. Tjori got into manufacture of hand wash and sanitizer during COVID lockdown as there was a big demand for the products in the market. Her message to budding entrepreneurs: Be strong and believe in your dreams. Your dream will become a reality if you work hard and nothing is impossible for a person who has the vision and zeal to succeed.

Sapna Jha, Founder, MyTutorsOnline

According to the founder of My Tutors Online, education without technology is like food without salt. Sapna Jha is an edupreneur who innovates every day to extend high-quality education. She is passionate about both education and technology. Being. With expertise in industrial analysis, lecturing, editing, educational technology, and instructional design, she created the largest global online tutoring platform in the world, enabling students to study instantly, live, and online from any location in the world, regardless of their native language or time zone. The advice offered to all budding entrepreneurs is to believe in your idea and watch as things fall into place on their own.

Ashwin, Jagannath, Mahesh, Founders, Sanatana Parampare

Cold Pressed Oils at sanatana parampare are a good place to start under which we get products like organic oil, honey, pickles, papad, ghee and few Indian traditional papad's. These entrepreneurs left their job during lockdown in order to start their company with 3 mantras being positive, never giving up and stick to your destination to serve the society with organic food products along with providing employability opportunity.

Harsha, Founder, Buns of Bengaluru

Mr Harsha. Who is also famous as child actor in many of Kannada movies like Gattimela and Shivaraj Kumar starrer Nanjundi. An original handcrafted treat covered in a dash of spices, Burgers with an Indian Desi touch are offered at a fair price in Vijayanagar, where Indian street food is served. Delicious treats that are reasonably priced while taking health and cleanliness into account. He is a creative businessman with brilliant ideas and excellent taste. He favoured Indo-Western influences in his handcrafted organic food, which he wanted his clients to enjoy.

Practical Implications Of The Study

Inspirational leaders are gifted with magnetic qualities and are exceptional motivators who can drive organizational excellence by influencing people and motivating them to utilize their talent optimally. Inspirational leaders should be able to demonstrate their leadership capabilities effectively and be able to influence people with their special qualities such as honesty, progressive outlook, commitment, involvement, ethics, professionalism, empathy, competence and the right kind of attitude. Inspirational leaders set the direction for their teams, optimize the performance of their teams by aligning organizational targets with individual goals and provide ample challenges and opportunities to the competent team members who will help them in using their talent optimally.

When businesses want to help their leaders enhance their inspirational leadership abilities, they must adopt a "growth mindset." a growth mentality that affirms that we can change, improve, change for the better, and be better at what we do. All we require is access to some promising market-based development prospects!

Any face-to-face event should take place in an interactive, multi-sensory, and inspiring atmosphere if the organization wishes to foster innovation and reflection on individual inspirational skills. To encourage thinking, programmes should be created employing a variety of tools and delivery techniques. Pre-course activities could include identifying personal role models who inspire delegates, doing psychometric testing, identifying inspiring work environments delegates have already experienced, and discussing what specifically inspired those environments. One-on-one coaching, Action Learning Sets, follow-up webcasts, and videos/eLearning are all possible post-course assignments. Delegates can be encouraged to observe, listen to, describe, and emulate inspirational leaders by being shown how to model greatness in the inspirational atmosphere. Providing are inspirational toolkits.

Conclusion:-

The prerequisite for entrepreneurs is first to define the need for leadership and have a positive attitude towards it, but also the willingness to adapt to the circumstances and environment of the organization. In this case, it could be

concluded that the leadership style of inspirational leadership has not gained substantial research attention. The corporate world needs inspirational leaders, but they don't suddenly come out of thin air and guide us to amazing accomplishments. It is crucial to understand that any programme aimed at fostering leadership qualities should include a fundamental element known as vision and empathy that promotes reflection on the source of inspiration. Leaders must be given the space and time to consider, talk about, research, and reflect on what inspiration means to them and how to hone their own unique inspirational leadership skills. Inspirational leaders are self-aware, share the vision with self-reliant employees achieve organizational goals. By thinking back on great leaders and role models for motivation, we might gain knowledge. A crucial talent that will help leaders continue their path of reflection and build their unique distinctive styles is the ability to reflect and model greatness. The barriers that have hindered entrepreneurs from using inspirational leadership style is the lack of knowledge, the dependency, and the pressure regarding achieving success with insufficient resources. For an entrepreneur, who are at any stages will face lot of challenges and opportunities in their way. So entrepreneur must focus on opportunities by trusting self and team members for accomplishment of chances at great success. Quality of empathy challenges to be addressed by self-reliance and shared vision which plays predominant role in overcoming it. Converting the weakness into strengths and also strengthen the existing resources lies in every entrepreneur.

Finally, we must never undervalue the role that education plays in the creation of our leaders. Just like other types of leadership, inspirational leadership should be developed, but by its very nature, the learning experience must be motivating, inspiring, and memorable. Study indicates that for start-ups and their performance, leadership behavior is as important as their context. Today, leadership is neglected by most entrepreneurs and is not considered as a motivation for founding a business. The results show that founders should focus more on inspirational leadership behavior for organizational efficiency and effectiveness.

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