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Continuous Growth through Transformational Leadership and Employee Engagement: A Case Study of an IT Company

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Abstract: Information Technology is an evolving industry in the world. V S Information Systems (Pvt) Ltd. (VSIS) is a start-up IT company established in 2009 and a subsidiary of VS group. They have been in the IT industry known as a systems integrator and fallen under the top five industry leaders in Information and Communication Technology solutions. The company has demonstrated continuous growth significantly as an outcome of its operations during the last few years. Many factors consider continuous growth through the dimensions of revenue growth, total assets, and the number of employees. The company has achieved significant success predominantly through transformational leadership and employee engagement as key drivers. A qualitative research approach explored how the company's continuous growth has been influenced by transformational leadership and employee engagement. The study's conceptual indicator framework was designed by taking considerable success factors directing towards continuous growth. Market competition played a moderating factor in this successful journey as an external feature. Secondary data such as financial statistics, employee information, asset details, and awards were collected under company-approved sources. Ten in-depth interviews representing key personnel of the company and four focus group discussions representing diverse workgroups were carried out to gather insights into the company's continuous growth. Location visits, internal documents, and image repositories are allowed to access to collect physical information. The authors have discussed vital learning points in this article to benefit HR professionals who intend to drive a company to the next level of success.

Keywords: *Continuous Growth, Transformational Leadership, Employee Engagement*