

Leadership and Spirituality

Diksha Gupta

S.B.S. Govt. College, Kotkapura

ABSTRACT

Purpose- This paper seeks to check out the influence of spirituality on the economy and society as a whole.

Approach- A literature search is to map the market share of companies having spiritual background and come to know about their positions in the market with regards to other companies.

Findings- Spirituality is attracting our young blood more because of their hectic and stressful work schedule, they want to relax themselves. This is the good thing for our leaders to increase their share and rule the whole market.

Value- This paper is current in today's environment and shows a practical picture and effectiveness of spiritual leader and their impact on the global market.

Keywords- Leadership, Spirituality, Economy, Market

I. INTRODUCTION

Is spirituality magnetizing the market on the populous manner? This paper knock around that yes it is. The leadership is exercising the authority and building up the decisions. Whereas the spirituality is religious minded people whose quality of being exercised with the human soul as clashing to the physical thing. Every situation demands different type of leaders. If we considered the leadership with spirituality then there are paternalistic style leaders. These styles of leaders are based on the emotions, beliefs and sentiments of the people. Paternalistic leader take care of the subordinate like his/ her father as father take care of his family. Such leaders guides, protects and helps their subordinates. Likely the spiritual leaders also guide or who rule over their subordinates or inspire others. In spirituality we take the live examples of our spiritual leaders like:-

Baba Ramdev Ji, Baba Ram Rahim Ji, Swami Ravi Shankar Ji, Shri Trilochan Das Ji and many more are the part of this big list. These entire gurus's or swami's are informal spiritual leaders. Informal spiritual leaders are those who are under the influence of the people and drive authority of its own. Everyone among them attracts the people with their different different abilities: - like helping to learn yoga or by giving motivation speeches for relaxing the minds or by making they learn different types of asana's for their good health and healthy mind. More people get attracted to them to keep themselves healthy and fit because of their hectic and stressful life style. As more people are approaching them, these people molding their market strategies with religion and the fitness of the people and grab maximum share of the market. According to the economics times news patanjali is the second largest FMCG Company after the Hindustan unilever company. In the same manner after gaining popularity among Indian masses by his social messages the chain of MSG consumer products further strengthens his legacy and attracting more by saying with healthy consumption live healthy. Now day by day the retail store of art of living is opened for selling ayurvedic products. All of them by being spiritual snap up the maximum of market and generating lots of revenues. The Hindu business line specifies "MNC's don't have a Baba Ramdev" because they don't have a charity mindset so they need to compete against Patanjali.

II. LITERATURE REVIEW

Mariana Nicolae, Irina Ion and Elena Niclae focus on the adoption of spiritual leadership in the managerial and decision- making actions of the organizations. Firstly authors reviewed about the theoretical contribution of the spiritual leadership. Here authors concluded the positive applications of spiritual leadership by ignoring negative applications for the decision making process in the organizations. They stated that the Romanian business organization are still in the era of professionalization and leadership these organizations misunderstood the concept of the spiritual leadership. Spiritual leaders are the coordinates about the behavior which is related to the social ends and there is importance of extrinsic motivation and group's membership.

Christea Frisdiantara and Pieter Sahertian explore the concept of spiritual leadership with relation to existing value-based leadership theories. This article describes the problem about the increasing interest towards the conceptual development also with the implications of the spiritual leadership in organization. At workplace the concept of spiritual leadership shows the potential of becoming original, bravery and highly profitable to management. This situates the spiritual leadership with the real leadership theories, exclusively from value based theories. This helps out in bringing the light upon the similarity and differences with the forms of leadership to prevent from misunderstanding in the concept or any confusion in thinking. In the management and leadership of the organization the spiritual leadership provides the sustainable results with regards to other forms.

Kelly A. Phipps extended the work of leadership and spirituality in the prospect of strategic leadership. This gives the greater clarity on the analysis and the differences between the own and mutual spirituality. Author concluded at an end that own spiritual beliefs of a higher level hierarchy leader determine in decision making and framing information. This function intermediate by the effective development, belief and constrain of the leader's in the organizational context and leadership style. These expressions in organization found the multiplicity in the theory of spirituality and leadership.

Bulent Aydin and Adnan Ceylan focused on the development of organizations. The organization must focus on the development concept as a continuous process in industry shakeouts. The concept of development is increasing in organizations through spiritual leadership and organizational learning capacity. In this author, survey through questions which is based on two different scales and comes to conclusion that different types of leadership is having influence on organization learning capacity and compare results of high level of productivity in businesses.

Yishuang Meng explores the leadership theories. Leadership is having area of interest from past centuries. Modern theories of leadership emerged in early 1980s. In 21st century the rise in cultural values, inspiring workforce and shared vision of the organization which accomplished by an effective and motivating leadership. In this author concluded that value-based approaches of leadership shows clear and loud message those leaders are experienced with values and tell them to followers through vision and their personal actions.

Louis W. Fry and Laura L. Matherly purpose of research is to test the model and impact of spiritual leadership theory. SLT is to designed the organizational transformation to develop internally motivation and learning in the organization. For this research author take a sample of 347 workers in 43 companies by the questionnaire method. Spiritual leadership consists of value, attitudes and behaviors which is required to motivate own self and others which give meaning in their lives, feel understood and motivated. The results show additional support in organizational commitment, productivity and sales growth.

Louis Fry, J. Lee Whittington and Bruce Winston emerges to develop positive organizations and guide organizational transformational which leads to the increase in the organizational performance. Authors considered four issues which is discussed in two areas within the field for the implications of servant leadership and extended servant leadership with help of spiritual leadership. The leaders and followers through spiritual needs calls through vision, values and hope which addresses and put light on the servant leadership theory. The legacy leadership is more specific model of spiritual leadership for servant leadership development.

Robert Burke focuses on the effective leadership and spirituality which produce connectivity between government, organization and society as a whole. The author done this review to underlying the philosophies which leads to the popular concept of leadership and to suggest and enhance the effectiveness of leadership. The main objective of the author is to guide the effectiveness at workplaces as well as to benefit the whole society by organizational leadership. Here author considered the actions as a result and the impact of leadership decisions with effect to spiritual leadership. The effectiveness of leadership and spirituality is concluded with the help of different examples in human perspective and as a whole in today's environment.

III. OBJECTIVE OF THE STUDY

The present study has been carried out with the main objective of studying the influence of the spirituality on our economy. Way our spiritual leaders are influencing the young minds towards their religion with their capabilities and encourage them for good and healthy life. However the secondary objective is to check the market share of these companies in the total revenues of our countries income.

IV. DATA COLLECTION

Secondary data sources like google.com have been used.

Data Analysis

This chapter makes an attempt to analyze the data.

1). Market share of Patanjali

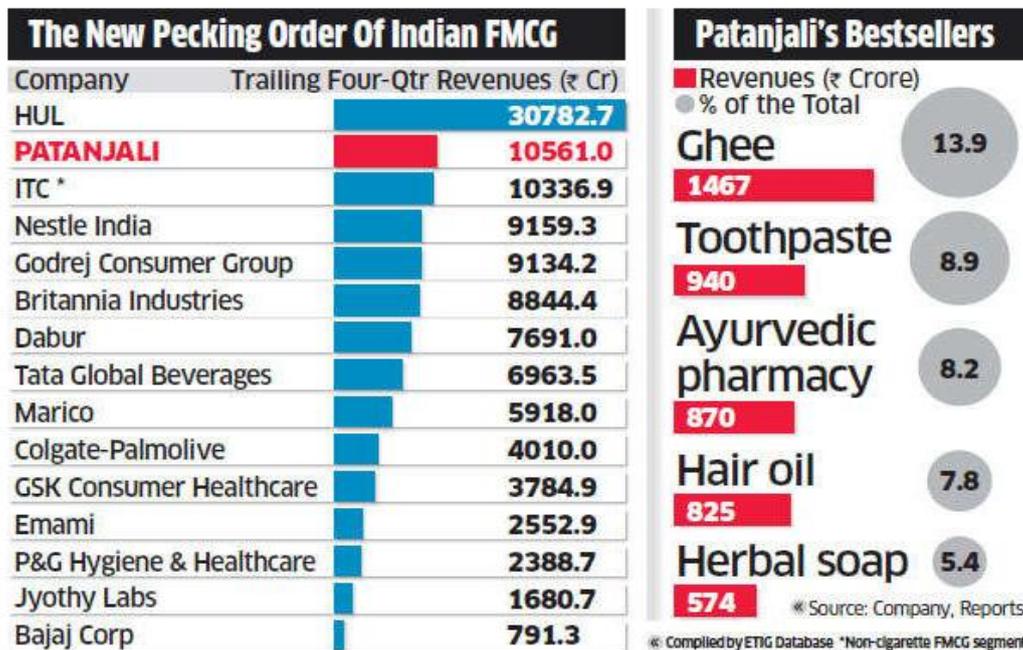


Fig.1 Market share of patanjali , source is <http://economictimes.indiatimes.com>

The patanjali is the second largest FMCG companies after HUL by grabbing 10561.9 crore. All this happens due to the yoga guru Baba Ramdev ji , he motivated world to do more yoga to keep themselves healthy. When people get attached then he started using his spiritual ability with marketing strategies and now ruling the whole world.

2). Market share of MSG products

Gurmeet Ram Rahim Singh led Dera Sacha Sauda earns whopping Rs 16,44,833 daily

Not only in India but reportedly Dera chief Gurmeet Ram Rahim Singh enjoys big following in other countries as well. Millions of followers are connected with Dera.

Fig.2 Per day earnings from consumer goods, source m.thehindubusinessline.com

By motivating people for organic food the dera chief earns 16,44,833rs daily. The lines given by dera chief in media conference “Our motive is not to compete with anyone in the market,” he said “our appeal is to make the people of our nation healthier so, the companies can come up with the organic products too”.

CONCLUSION

On the basis of the study, it can be concluded that yes the spirituality is having influence on our economy. From the above data we can come to the point that these spiritual leaders are ruling our world. They are not having followers in India only but in other countries also. All these spiritual leaders play a great role in the revenue of our countries income by attracting the young blood of the country. In today’s depressive life style the youth want to relax their minds to keep them fit and healthy so they get more attracted towards yoga, motivational messages and relaxing mind programmes started by the spiritual leaders. All of them first become the leaders with their abilities afterwards they start using their spiritual mind and abilities towards the business and become the king of the market. When people get attached to them they starting applying their marketing strategies on them and offer them their products so that whole nation can be healthier nation but on the other hand there are also exploiting the people by claiming all the products are organic one but exactly we all know the truth about some of the products. **“Leaders aren’t born, they are made”**

REFERENCES

- [1]. Nicolae, M., Ion, I., & Nicolae, E. (2017). Spiritual Leadership: Implications for Managerial Action. In *Business Ethics and Leadership from an Eastern European, Transdisciplinary Context* (pp. 15-21). Springer International Publishing.
- [2]. Frisdiantara, C., & Sahertian, P. (2013). The spiritual leadership dimension in relation to other value-based leadership in organization. *IDEOLOGY AND LEADERSHIP*, 11.
- [3]. Phipps, K. A. (2012). Spirituality and strategic leadership: The influence of spiritual beliefs on strategic decision making. *Journal of business ethics*, 106(2), 177-189.
- [4]. Aydin, B., & Ceylan, A. (2009). The effect of spiritual leadership on organizational learning capacity. *African Journal of Business Management*, 3(5), 184.
- [5]. Meng, Y. (2016). Spiritual leadership at the workplace: Perspectives and theories. *Biomedical reports*, 5(4), 408-412.
- [6]. Fry, L. W., & Matherly, L. L. (2006, August). Spiritual leadership and organizational performance: An exploratory study. In *Annual Meeting of the Academy of Management*, (11-16 August) Atlanta-Georgia. <http://www.tarleton.edu/~fry/sltorgperf.pdf> Çağdaş Liderlik Yaklaşımları.
- [7]. Fry, L. W., Matherly, L. L., Whittington, J. L., & Winston, B. E. (2007). Spiritual leadership as an integrating paradigm for servant leadership. *Integrating spirituality and organizational leadership*, 70-82.
- [8]. Burke, R. (2006). Leadership and spirituality. *Foresight*, 8(6), 14-25.