

## The relationship between transformational leadership and employee creativity: The mediating role of empowerment

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### ABSTRACT

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This study investigates the relationships between transformational leadership, empowerment, and employee creativity in the hotel sector in Jordan, examining the mediating role of empowerment. A quantitative cross-sectional survey was conducted with a stratified random sample of 300 employees from Jordanian hotels. Data was analyzed using Partial Least Squares Structural Equation Modeling. Findings reveal significant positive direct effects of inspirational motivation and individualized consideration on employee creativity. Empowerment partially mediates the relationships between all transformational leadership dimensions (idealized influence, inspirational motivation, intellectual stimulation, individualized consideration) and employee creativity, with individualized consideration exhibiting the strongest indirect effect. The study contributes empirical evidence on the mediating role of empowerment in the transformational leadership-creativity relationship, specifically in the hotel sector context. It offers insights for managers on adopting transformational leadership practices and fostering empowerment to promote employee creativity and innovation. This study uniquely examines the relationships between transformational leadership, empowerment, and employee creativity within the Jordanian hotel sector, providing a nuanced understanding of the differential effects of transformational leadership dimensions and the crucial role of empowerment.

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### 1. Introduction

The hospitality industry is the field that incorporates initial and novel options to stay ahead in the market. Among the most crucial determinants of a company's achievement in the Jordanian hotel sector, which is extremely competitive, is the ability to incite employees to be creative. Given the circumstances where you need to furnish fast changing preferences of more demanding visitors, latest technologies and continual innovation, the top hotels in Jordan had to obtain the staff that possess problem solving skills and come up with new ideas. The idea of transformation leadership has become a popular concept to provide the key to the phenomenon of creative workforce empowering individuals in a diverse range of services and industries. Transformational leadership, as conceptualized by Bass and Riggio (2006), encompasses four key dimensions: unrealistic role modeling, infectious motivation, creative stimulation, and personalized service. The transformation of the follower's self-

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