

THE EFFECTIVENESS OF PROJECT IMPLEMENTATION IN LIGHT OF CHARISMATIC LEADERSHIP

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ABSTRACT

This study looks at the effectiveness of the project implementation aspects. An objective is to illustrate followers' and leaders' working behaviors for the project organization as construction companies to Thailand's oil and gas industries and their effectiveness linkages. First, it studies the influence that emerges in the contexts of charismatic leadership on citizenship behavior and effectiveness in project organizations and the effectiveness of project implementation. Second, to enhance our understanding of the role developed from a moderated mediation analysis of the conceptual research framework, The population consisted of 450 employees working on the project. The data were collected and tested using a moderated-mediation analysis. The Leader-Member Exchange is a way to look at the results of the conditional effects of the focal predictors at the moderator's value of the Leader-Member Exchange from a theoretical point of view. The model supports the hypothesis that the effectiveness of the project implementation is more robust when the story of the relationships between charismatic leadership and employees within citizenship behavior and effectiveness. The findings indicate an apparent interaction degree in charismatic leadership, Leader-Member Exchange, through citizenship behavior and effectiveness, predicted the scale of the effectiveness of project implementation.

Keywords: Project Organization, Construction Companies, Oil and Gas Industries, Moderated Mediation Analysis, Thailand

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