

Abstract

The purposes of this study are :

1. To investigate leadership styles of the executive staff of ITV.
2. To look at organizational culture of ITV as it is and as it should be.
3. To find out the relationships between the leadership styles and organizational cultures of ITV.

There are seven dimensions for the leadership styles and organizational cultures that this study aims to look at. These are (1) masculinity, (2) individualism, (3) uncertain avoidance, (4) power distance, (5) achievement orientation, (6) humane orientation, and (7) future orientation.

Fifty-six ITV leaders are the population in this study. The data are analyzed by means, standard deviation, percentage, t-test, pearson product moment correlation coefficient and one-way ANOVA.

The results of this study are :

1. Effective leaders tend to focus on achievement orientation and future orientation.
2. Organizational culture as it is, tends to focus on achievement orientation and future orientation.
3. Organizational culture as it should be, tends to focus on achievement orientation and future orientation.
4. There is no relationship between the effective leadership styles and the present organizational culture (ITV).
5. There is no difference in all 7 dimensions between the two groups of leaders (news and non-news).

This investigation reveals many interesting facts about ITV. They are for examples ;

1. Executive staff of ITV must be the ones who have vision, and are characterized as future orientation.
2. The founders of ITV are successful in a certain level in planning the overall structure of ITV as it should be.

3. The success of ITV does depend on the capacity of the founders to accommodate and assimilate the organizational culture among the executive staff as no difference is found in all 7 dimensions in spite of differences in age group, educational background, work experience, and nature of work.