

Development of AI-Based Tools to Identify Leadership Styles in Terms of Lexicon, Managerial Behaviour and Personal Image

Savanevičienė Asta

Kaunas University of Technology, School of Economics and Business, Lithuania
asta.savaneviciene@ktu.lt

Gudelevičiūtė Monika

Kaunas University of Technology, School of Economics and Business, Lithuania
monika.gudeleviciute@ktu.edu

Abstract

Successful leadership helps organizations overcome challenges and ensure successful performance management and organizational development. Recently, transactional and transformational leadership styles have been discussed very often in the scientific literature, in order to reveal the values declared by them and the differences in behavior with employees.

Organizations seek to hire managers whose leadership style best reflects both the organization's values and the nature of the challenges being addressed. To eliminate the limitations of traditional tools for determining leadership styles, the implications of artificial intelligence (AI) in human resource management have recently been increasingly focused on scientific research and practical insights. AI enables the integration of managerial behaviour (way of decision-making), personal image characteristics, and the lexicon to identify leadership styles. However, there is a lack of scientifically based typologies of different leadership styles in terms of lexicon, managerial behaviour, and personal image, which could be used by AI-based tools. In doing this, an experiment (N=50) was conducted, aiming to develop a typology of transactional and transformational leadership in terms of managerial behaviour, lexicon, and personal image characteristics.

The findings of this study would make it possible to create a database that could be used to identify a leadership style using artificial intelligence.

Keywords: leadership style, AI based tools, lexicon, managerial behaviour, personal image