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Case Study on Leadership Development from Identity Construction View: Taking the Lionet Plan of Wowprime Group as an Example

（Thesis submitted for the degree of Executive Doctorate in Business Administration）

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ABSTRACT

With the aggravation of globalization and competition, leadership development is particularly important. Leadership development and identity construction is a dynamic, socialized and relational development process. Scholars states through researches the identity construction based leadership development process involves with individual, relationship and organizational levels, and uncovers the leadership model of leaders relations and identity construction through analyzing the leadership construction process constructed by different individuals. However, the leadership development process currently lacks of practical verification and theoretical expansion.

Based on the theoretical rationale of leadership integration process model and the identity-based leadership development process, this thesis intends to dynamically follow with the adaptability issues, identity construction process at different levels, and leadership development process involved in the implementation of Wowprime “Lionet Plan”, through interview and questionnaire survey. Through field observation, questionnaire survey and in-depth interview with typical Lionet trainees, it explains and demonstrates how to establish the leadership development elements and construct the interpersonal relationship among team members, in the course of plan implementation.

This thesis presents a new identity-based leadership development model, examines the significance of individual psychological characteristics on the leadership identity construction based on the case study of Wowprime “Lionet Plan”. Finally, it provides some management suggestions for the related business management.

Key Words: identity construction, leadership development, case study

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CONTENT

CONFIDENTIALITY AND AUTHORISATION I

ABSTRACT I

ACKNOWLEDGE II

CONTENT III

Chapter I Introduction 1

1.1 Research Background 1

1.1.1 Origin of "Lionet Plan" 2

1.1.2 Introduction and Practice of "Lionet Plan" 4

1.1.3 Execution Results of "Lionet Plan" 11

1.2 Research Approach and Significance 12

1.3 Writing Frame of Article 13

Chapter II Literature Review 14

2.1 Theory of Leadership Development 14

2.1.1 Concept of Leadership Development 14

2.1.2 Approaches of leadership development 17

2.2 Process of leadership identity construction 20

2.2.1 Self-identity theory 21

2.2.2 Leader's identity development and transformation 23

2.2.3 Interactive perspective of leadership identity construction 25

2.2.4 Identity Recognition 28

2.3 Factors Affecting Leadership Identity Construction 29

2.3.1 Leader factors 30

2.3.2 Follower factors 32

2.3.3 Situation factors 33

2.4 Summary of this chapter 35

Chapter IIIInterview and Analysis of Questionnaire Survey 38

3.1 Interview 38

3.1.1 Why use the interviewing method? 38

3.1.2 Respondents 38
3.1.3 Interview outlines 40
3.2 Questionnaire survey 41
3.2.1 The reasons for questionnaire survey method 41
3.2.2 Respondents 41
3.2.3 Design of variables for questionnaire survey 42
3.2.3.1 Questionnaire for Lionet store managers and Lionet assistant store managers 42
3.2.3.2 Questionnaire for the subordinates matched with Lionet store managers 47
3.2.3.3 Perception and preference inventory 49
3.2.4 Data analysis 50
3.2.5 Matters needing attention for the implementation of questionnaire survey 51
3.2.6 Results of questionnaire survey 52
3.2.6.1 Regional analysis: (see Table 3-6) 53
3.2.6.2 Analysis of data collected from the comprehensive group of Lionet store managers and lionet assistant store managers and data collected from the group of subordinates. (see Table 3-7) 56
3.2.6.3 Analysis of gender difference and position differencestore managers 63

Chapter IV Actual Case Study Experiences of Five New Employees in “Lionet Plan” 72
4.1 Personal Experience of Zhao Yuqing in “Lionet Plan” 72
4.2Personal Experience of Ai Xinye in “Lionet Plan” 79
4.3 Personal Experience of Liu Ting in “Lionet Plan” 86
4.4 Personal Experience of Yang Yiming in “Lionet Plan” 90
4.5 Personal Experience of Zhang Tian in “Lionet Plan” 95
4.6 Summary of this Chapter 104

Chapter V Results of Case Study 108
5.1 Task Scenarios for New Store managers under “Lionet Plan” 108
5.2 Comparison of the respondents 119
5.2.1 Individual personality characteristics 120
5.2.2 Identity recognition of new leader 125
5.2.3 Further adaptive behaviors 127
5.3 Theoretical model for explaining the above-described adaptive process 130
5.3.1 The correlation between the individual’s personality characteristics and the recognition of

the newly inaugurated leaders' leadership identity 130
5.3.2 Conclusion of this chapter 134
Chapter VI Conclusion and Discussion 138
6.1 Major conclusions 138
6.2 Theoretical innovations 139
6.3 Management recommendations 140
Limitations and prospects 140
APPENDIX 142
BIBLIOGRAPHY 161
Statement 169
Resume 170