

## The role of transformational leadership in successful management with pandemic challenges in the companies in Republic of North Macedonia

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### Abstract

The pandemic has become a ubiquitous threat to humanity that has marked the contemporary social reality and stressed the importance of leadership for the survival of organizations. This paper focuses on transformational leadership as the most effective way to lead change and ensure business sustainability in the coronavirus era. The main goal of the paper is to examine the conditionality of transformational leadership from the personality of the leader, with a focus on emotional intelligence as an imperative competence to practice this contemporary emotionally motivational leadership style. The applied methodology was on the data obtained from a sample of 115 managers from companies in North Macedonia through self-assessment on two questionnaires. Statistical analysis confirmed a strong positive correlation ( $r = 0.69$ ) between the emotional intelligence of managers and transformational leadership styles, which is significant at the level of 0.01. The result of a regression study found that about 47% of transformational leadership variations are explained by emotional intelligence. Such findings emphasize the importance of effective leadership in companies mediated by transformational and emotionally intelligent leadership as a leading tool in organizational functioning throughout this era. The contribution of this type of research is that it contributes to changing the paradigm in business operationalization in the companies in North Macedonia with a leadership philosophy that promotes transformational leadership styles that generate confidence and proactivity. By developing emotional competencies as the basis for transformational leadership, managers and policymakers could mitigate the effects of the coronavirus pandemic on a better business world and safer society.

**Keywords:** pandemic, transformational leadership, emotional intelligence.

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