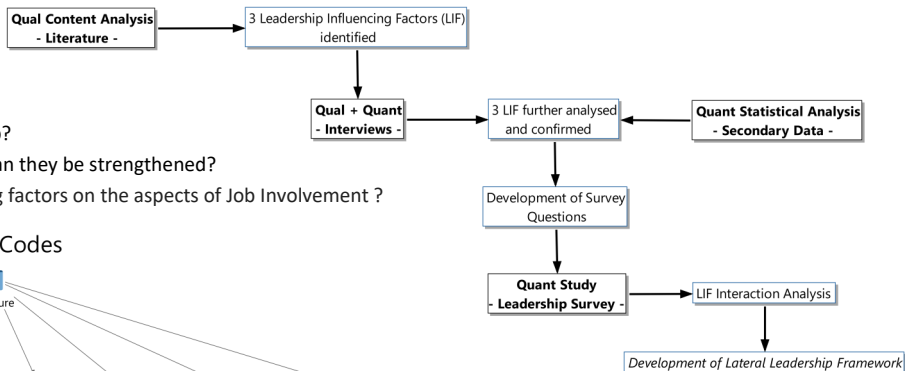


Dissertation Research Project: 'The Impact of Lateral Leadership as a Management Tool'
A Mixed Methods Study using MAXQDA



Research Questions:

- (R1): Which forces build the base of Lateral Leadership?
- (R2): How do the influence factors develop and how can they be strengthened?
- (R3): How high are the effects of the lateral influencing factors on the aspects of Job Involvement ?

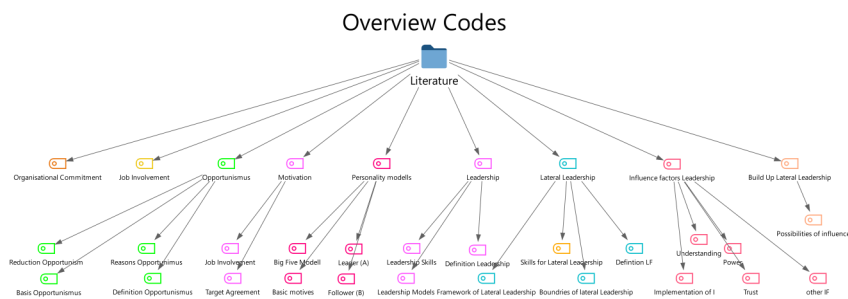


Figure 2: Overview Code Hierarchy Model

Figure 1: Overview Research Path using MAXMaps

Methods:

Qual Content Analysis was used to identify three Leadership Influence factors and answer R1. 30 expert interviews were conducted and analysed and a Correlation Analysis of 21.203 dataset from the World Value Survey was used to confirm the found LIF and answer R2. A survey was conducted and 218 datasets statistically analysed. Using the methods of Correlation-, Regression- and Interaction-Analysis the relationships of the variables was analysed and the influence of the variables on job involvement documented.



Figure 3: Interview Analysis using Document Comparison Chart

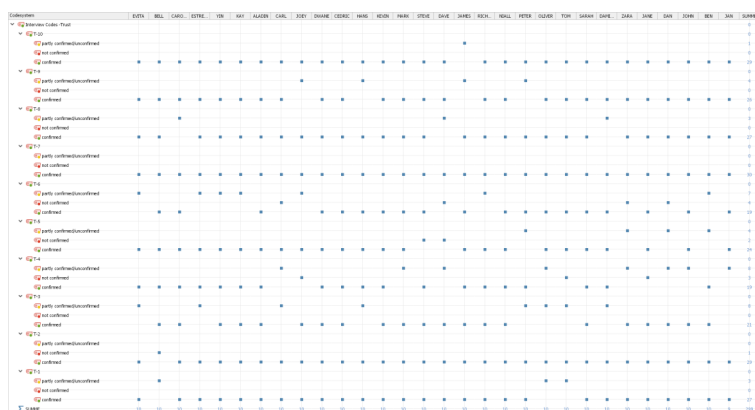


Figure 4: Hypothesis Analysis using Code Matrix Browser

Results:

We identified and confirmed the three Leadership Influence Factors Trust, Understanding and the use of Power. No significant relationship between the Big-Five personality traits and the build up of Trust could be established. The interaction and interdependence of the variables was documented and a significant Moderation of the effect of Understanding on Job Involvement at values of the moderator Organisational Commitment was found.

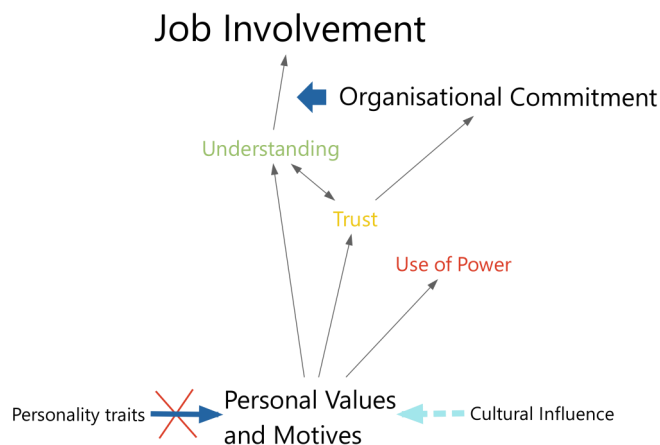


Figure 5: Result Presentation using MAXMaps