
Leadership and Value Creation: The Case of the Software Developer Sector in Guadalajara, México

Juan Mejia-Trejo, University of Guadalajara

Jose Sanchez-Gutierrez, University of Guadalajara

Manuel Ortiz-Barrera, University of Guadalajara

EXECUTIVE SUMMARY

This paper is a descriptive study that aims to discover and analyze the elements that characterize leadership oriented to value creation and development of innovation in organizations. The methodology is based on the application of Short Multifactor Leadership Questionnaire (MLQ 5X). The questionnaire was applied to 200 managers belonging to firms of the Software Developer Sector (SDS), as subject of study in Guadalajara City, Mexico (GCM). The study concluded with the discovery of Transformational (LTRF) as a predominant leadership in SDS, with positive correlation with VC and IG. LPAV, has an opposite correlation, mainly with VC (11%).

Keywords: Leadership, Mlq5x, Value creation, Innovation generation