

# **Internship report on Catch Bangladesh**

**By,**

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An internship report submitted to Brac Business School in partial fulfillment of the requirements  
for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

May. 2022

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## **Declaration**

**It is hereby declared that.**

1. This internship report is my own original work during my time at BRAC University.
2. Aside from primary research, no previously published or written by a third-party resource was included in the study.
3. This report contains only original material that has not been previously accepted or submitted for assessment from any university or other institution.
4. I have given credit where credit is due.

**Full Name & Signature (Student):**

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**Muzahid Hasan**

**18104033**

**Full Name & Signature (Supervisor):**

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**Ms. Nusrat Hafiz**

**Lecturer**

**BRAC Business School**

## Letter of Transmittal

Ms. Nusrat Hafiz

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka 1212

Subject: **Submission of Internship Report**

Dear Madam,

As per your instruction, I have completed and now submitting my internship report on Catch Bangladesh. This report is a requirement for my BUS400 course. As part of my internship, I was assigned to work with Catch Bangladesh's Business Development team. During that time, I was responsible for a variety of tasks. I had the opportunity to work with different departments at Catch Bangladesh throughout my time there. I have also tried to do a research analysis through SPSS to provide a statistical analysis and understanding the relation between Leadership Styles, organizational culture, and innovation capabilities in the context of Catch Bangladesh.

I did my best and attempted to be as exact as possible in preparing this research paper. However, if more clarification is required, I will gladly respond.

Sincerely,

Muzahid Hasan

ID: 18104033

BRAC Business School

BRAC University

## **Non-Disclaimer Agreement**

### **Confidentiality Agreement**

1. The internship report, whether in draft or final form, is not secret and may be shared by students, employers, and teachers. The faculty supervisor may destroy the internship report after one year (during a grade review).
2. All materials provided by the employer to the student during the internship remain the employer's property, unless requested by the employer. Professor, supervisor, and student won't keep this knowledge hidden.
3. Information gained during the internship cannot be kept secret by any of the persons involved.

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**Golam Rayhan**

Manager

Catch Bangladesh

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**Muzahid Hasan**

Student

BRAC University

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**Ms. Nusrat Hafiz**

Lecturer

BRAC Business School

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## **Acknowledgement**

I would want to express my thankfulness to Almighty Allah for allowing me to submit my report ahead of schedule. The study and analysis would not have been complete without the support of my internship academic supervisor, Ms. Nusrat Hafiz and my internship co-supervisor Dr. Md. Asadul Islam, Assistant professor of BRAC Business School. I am grateful to them for that. They were maintaining checks on my work and encouraged me to propose modifications to a survey methodology and data analysis that might be advantageous.

I would also like to thank Mr. Mustakim Hasan (CEO of Catch Bangladesh) and Mr. Golam Rayhan (Manager of Business Development, Catch Bangladesh) for assisting me unconditionally to finish this report. Additionally, I would like to thank Catch Bangladesh's Business Development team for their assistance in conducting this research.

## Executive Summary

Catch Bangladesh is a privately-owned firm that began its journey on August 30, 2017, and has since worked in a variety of areas, creating its reputation via the display of its outstanding works and services. Catch Bangladesh is a digital service company that provides high-quality service and technical assistance. The company offers Website designing to development, Mobile App Development, AV/documentary making, animation/motion graphics, graphic design/illustration, social media marketing, market research, brand identity creation, and many more. I have worked as intern at Business Development department of Catch Bangladesh. In this position, I was responsible for finding new consumers, presenting them, and finally converting them into clients. I worked with different department of Catch Bangladesh. Having a limited budget, we had to focus on a digital marketing plan that relied heavily on social media, which we found to be the most cost-effective. Catch Bangladesh lacks a significant quantity of financial backing. As a result of Catch Bangladesh's constant innovation, the company has the ability to quickly expand its market share. According to Porter's five factors, this industry is an appealing one for business, with a high probability of new entrants entering the market, making it difficult for the current participants. Small-scale investment and third-party dependency may be Catch Bangladesh's downfall. As long as Catch Bangladesh is fast enough to respond quickly to market changes, it may take advantage of the market potential. It is widely agreed that IT organizations must enhance their innovation skills if they are to stay competitive and succeed in the long run. This research evaluated corporate culture, leadership styles, and innovation abilities to give recommendations for high-tech industry management practices. The SPSS Model was used to analyze primary data received from 32 employees of Catch Bangladesh. The current Corona Virus pandemic scenario made it almost hard to go out and ask questions physically, so I used a google form to collect 20 questions from each employee. SPSS was used to perform correlation and regression analysis to find out the relationship. The results showed that Organizational Culture and Leadership Styles was strongly correlated with innovation capability. Analyzing the results, it is also seen that there is strong positive relationship between all the variables. Overall the findings suggest that, Leadership Styles and Organizational culture of an IT firm has a major influence on the firm's innovation capability.

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# Chapter 1

## 1.1 Student Information

Name: Muzahid Hasan

ID: 18104033

Program: BBA (Bachelor in Business Administration)

Major: Marketing and HRM

## 1.2 Internship Information

### 1.2.1 Internship Period & Company Information:

Period: Started at 1<sup>st</sup> January 2022, Ends in 1<sup>st</sup> April 2022

Company Name: Catch Bangladesh

Department: Business Development

Division: Dhaka

Address: House 76, Road 14, Sector 11, Uttara, Dhaka - 1230, Bangladesh.

### 1.2.2 Internship Company Supervisor's Information:

Name: Golam Rayhan

Position: Manager, Business Development

### 1.2.3 Job Responsibilities:

- Finding new potential lead.
- Making Proposals and Pitching products and/or services: I need to make Proposals and pitch decks for various organizations in order to get them on board as clients of Catch Bangladesh.
- Creating a pleasant environment for new customers.
- Assisting in Designing the brand guidelines with business development team of Catch Bangladesh.
- Maintaining a positive connection with current clients.

- Participate in brainstorming meetings to come up with fresh ideas: When I'm a part of a team, I have a responsibility to help develop new marketing and content ideas. It is basically planning and overseeing new marketing initiatives.
- Responding to client inquiries in a timely and professional manner.
- Contacting new clients through email or phone to build rapport and schedule meetings.

## 1.3 Internship Outcomes

### 1.3.1 Contribution to the company:

**Brand guideline:** To ensure brand consistency in all aspects of communication and marketing, brand guidelines specify the do's and don'ts. As an intern, previous expertise in branding and communication aided the business development team in developing this guideline, which will also help the business maintain brand consistency in future communications.

**Social media content plans and ideas:** The most popular platform for companies in Bangladesh is social media, which is utilized for creating brand recognition, increasing sales, and engaging consumers via content. Contributing to the content ideas and strategies of the social media marketing team helped the business in building a brand image on social media.

**Data Analysis:** As an intern, I was responsible for analyzing data from social media promotion, online surveys, and third-party involvement, which helped businesses make critical decisions.

### 1.3.2 Benefits to the student:

**Completion of Degree:** This internship will assist me in meeting the criteria for finishing my degree program.

**Extensive Knowledge Gained in the area:** Since Catch Bangladesh was a start-up, I've been involved in all aspects of marketing and business development activities, from consumer profiling to promotions and result analysis. As a business graduate in Marketing and Human Resource Management, this internship gave me the opportunity to get valuable experience in the fields of branding, promotion, data analysis, campaign design, and corporate partnerships.

**Research experience and a determining factor in pursuing higher education:** I'm not simply doing this internship to get practical experience, I'm also trying to address and investigate the link

between organizational culture, knowledge management, and innovation capabilities. Researching this topic will allow me to get research skills that will be useful in my future academic endeavors.

### 1.3.3 Problems/Difficulties:

**Due to a covid-19 infection, I had to start late:** Internships were not possible due of the current pandemic, and I got infected in Covid-19 and had to postpone my start date because of this.

**Risking infection:** Attending in-person meetings with key stakeholders as an intern placed me at risk of infection.

**Lack of Data:** As a startup, Catch Bangladesh does not have adequate primary data from their operations, which they are attempting to remedy by conducting online surveys and using secondary data sources.

**Lack of Content Planning Team:** Because of the lack of a dedicated content planning team at Catch Bangladesh, it was difficult for me to come up with creative ideas for content and campaigns and present them to the client.

**Remote Office:** Because of the pandemic, all of the workers were not at the office on a regular basis; some worked from home, while others worked from a physical office, making it difficult to collect all of the data and complete the survey.

### 1.3.4 Recommendation:

**Hiring More Employees for Content Planning Team:** Catch Bangladesh need more individuals who can conceive and design content and develop campaign ideas, as well as effectively implement those ideas in a professional way, in order for Catch Bangladesh to expand and succeed.

**Implement a Tool for Internal Project Management:** To keep an eye on everything that is going on, a supervisor will need a system like this to keep track of what is happening and who is responsible for what.

## Chapter: 2

### 2.1 Introduction

Catch Bangladesh is a privately-owned firm that began its journey on August 30, 2017, and since then has worked in a variety of areas, creating its identity through the demonstration of its outstanding works and services. Catch Bangladesh aims to be a one-stop destination for services ranging from business marketing to the creation of visual material for companies as well as the provision of website and application-based services in numerous sectors. They plan to explore 15 distinct areas and look for solutions to real-world issues. With this vision, Catch Bangladesh has been working tirelessly to put its ideas into action. Catch Bangladesh constantly adheres to its basic principles of compassion, fulfillment of commitment, customer dependability, tenacity, and punctuality and flawlessness in every work.

### 2.2 Overview of the Company

Catch Bangladesh is a digital service provider that specializes in providing services of the highest possible quality along with expert support in a variety of technical areas. Their expertise includes AV/documentary production, animation/motion graphics, graphic design/illustration, social media marketing, market analysis, Website design to development, mobile app development, brand identity creation, photography and cinematography, event documentation, and other services. Catch Bangladesh has serviced over 110 clients and completed over 1200+ projects till now.

In addition, their originality and exceptionality make them trustworthy to their clients. They feel that the greatest way to serve people is to find solutions to the challenges they confront on a daily basis. Customer satisfaction is a high concern for this business. They are constantly one step ahead of the competition because they are able to maintain good contact with their customers, fully understand their requirements, and strive to meet those demands.

**Mission:** Catch Bangladesh's mission is to extend their company in 15 sectors including food, fashion, health care, and so on, and to provide people with easy and timely service, as well as to deal with mental health problems that are often ignored in our nation.

**Vision:** Catch Bangladesh wants to be the most inspiring platform in the world for small businesses and variety-seeking customers.

## 2.3 Management Practices

Catch Bangladesh is an organization comprised of six distinct concern: Bitflex, Catch Digital, Catch Lab, Catch Platform, Catch Studio, and Catch Life. The Chief Executive Officer is at the top of the organizational hierarchy. Catch Bangladesh has three officials, Chief Brand Officer, Chief Strategy Officer, and Chief Technology Officer, who are in charge of the organization's three departments. They get together more than once a week to make important business choices. The control system is designed to deal with the risks that the organization faces.



## 2.4 Marketing Practices

Catch Bangladesh has six main concerns. The Business Development Department collaborates with each of the six concerns with the purpose of increasing efficiency, onboarding clients, and eventually generating sales leads.

As most of the target market has a strong presence on social media and spends most of their time online, Catch Bangladesh considers the online medium to be their core business and service area. Additionally, Catch Bangladesh works with a variety of businesses, including restaurants, corporate entities, and non-profit organizations (INGOs). Marketing Mix of Catch Bangladesh are as follows:

**Product/Services:** Catch Bangladesh provides different types of services which are as follows:

- Software, Website, Mobile Application Development
- Design & Analytics
- 2D / 3D Animations
- Digital Media Buying
- OVC / TVC / AV / Documentary
- Campaign & Events
- Content Marketing
- Strategic Planning

**Price:** When compared to its competitors and alternatives, Catch Bangladesh offers lower rates for higher-quality services. The clients are highly satisfied with the services. The pricing generally depends on the quantity of content materials.

**Place:** Catch Bangladesh is headquartered in Dhaka, Bangladesh, in Sector 11, Uttara. It occupies two floors of a building and has a large physical office space. It can handle more than 50 people, although there are now 30+ active employees. Catch Bangladesh operates and provides services from this respective office.

**Promotion:** Catch Bangladesh is primarily considering the online medium as a means of advertising and marketing themselves. Given the circumstances, they are primarily concerned with these:



- Social media content.
- Explainer video.
- Influencer marketing.
- Online Talk Show.
- Featuring themselves on Popular Television Channels.
- Uploading all of their works in the central Website with detailed information about the project.

It also raises brand recognition via various actions such as creating content that recognizes the contributions of notable persons in the fields of art, history, politics, sports, science, culture, and entertainment. They are informing people about the most intriguing knowledge concerning key events and unforgettable days via this concern as well as creating brand awareness.

## 2.5 Financial Performance

Catch Bangladesh is a five-year-old company, but its financial situation is improving on a daily basis as a result of its high-quality services. This organization's annual revenue exceeds BDT 1.5 crore. It has a 25-lac office setup right now. In recent months, they have focused mostly on app development, marketing, and business growth. Furthermore, higher management is assisting with operations, and Catch Digital is assisting with digital marketing in order to raise brand recognition for Catch Bangladesh. That is why they can function effectively with this level of funding.

## 2.6 Operations Management and Information System Practices

**Marketing:** Catch Bangladesh manages content development for online mediums using an internal management system. The marketing and Business Development team, on the other hand, works on day-to-day social media, GDN (Google Display Network), and analytics information to design the next plan with updated client profile.

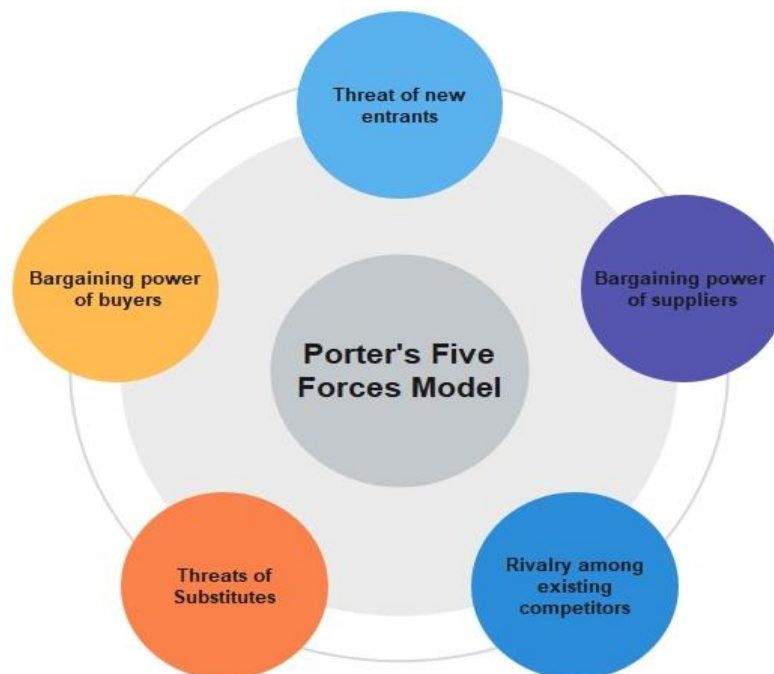
**Finance:** The system generates the bulk of the financial data automatically, making it easy to operate and monitor day-to-day reports. The internal financial dashboard of the organization maintains track of all of the financial data that is related with each operation in real time.

**Supply Chain:** An integrated system connects all participants in the supply chain, allowing them to track and report on their daily activities.

**IT:** The most sensitive information in the company is user data. This database is only accessible to a select few. The IT staff, on the other hand, constantly makes sure that user data is secure and intact.

## 2.7 Industry and Competitive Analysis

### 2.7.1 Porter's Five Factor Analysis: (Industry Attractiveness Analysis):



*Figure 1: Porters Five Factor Analysis*

**Threat of New Entrants:** This industry has a significant risk of newcomers entering the market. Because Bangladesh is an open economy where new companies may grow swiftly and technology-based enterprises can be readily reproduced and new businesses like Catch Bangladesh can easily arise in the market.

**Threat of Substitutes:** In this business, the threat of substitution is low due to the services and their efficiency. Grey, Asiatic, We are X, and Magnito are well-known organizations in Bangladesh. They do, however, demand a high price for content materials and have a complex

communication and software solution system. However, Catch Bangladesh outperforms the competition in terms of service quality.

**Bargaining Power of Suppliers:** As a digital communication and IT organization, Catch Bangladesh has a lot of leverage when it comes to negotiating service price with clients. This is because there are so many companies in Bangladesh offering similar services. It is sometimes necessary to engage the services of a third party, and they need to negotiate a lot with the third party.

**Bargaining Power of Customer:** In this sector, customers have a lot of clout. Catch Bangladesh has built an efficient supply chain management system. Several firms provide this kind of service, showing that clients have a lot of negotiation power.

### 2.7.2 Generic Strategy:

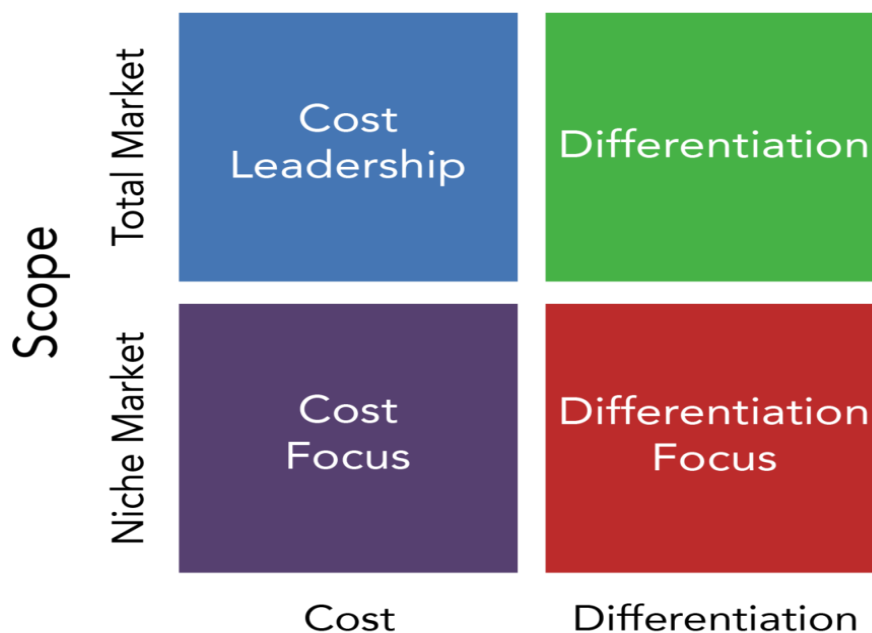


Figure 2: Porter's Generic Strategies Model

Catch Bangladesh is pursuing a cost leadership and differentiation strategy in which they are targeting a bigger segment of the market with low-priced, high-quality content and specialized services that are more focused on seamless business automation.

Initially, it charges the lowest pricing for its services, which are lower than those of its closest rivals, such as "We are X" or any other digital communication agency or IT business.

### 2.7.3 SWOT Analysis:

#### Strengths:

- 1. Quality service in Short Time:** Catch Bangladesh offers high-quality services in a timely manner. Quality services contribute significantly to long-term income and profitability. It also allows the business to charge and keep greater prices.
- 2. Strong PR Connection:** Catch Bangladesh maintains excellent public relations contacts. Because of their excellent PR connections, they were able to perform some of the most improbable events.
- 3. Strong Organizational Culture:** It has a strong corporate culture. A strong corporate culture respects variance in common views, values, attitudes, and working methods, which describe the company's aims. The key cause for a solid organizational culture is the age difference and everyone's thinking and most importantly in catch Bangladesh, everyone respects each other's opinions.

#### Weaknesses:

- 1. Offers less Money Gives Quality content:** Compare to the other competitor, Catch Bangladesh offer less money and gives quality content support to the client. They do not charge higher prices for good quality contents.
- 2. Less people in Planning team:** With fewer people on the planning team, it's harder to come up with fresh ideas for effective campaigns as the workload grows. People are essential to the planning process because I believe this to be a big flaw.
- 3. Big team, Small Management:** A large team may be a benefit to the firm at times, but it can also be a burden when the management is small. As top management has fewer people, it might be harder for managers to handle everything and keep things running smoothly.

## Opportunities:

**1. Increase amount of IT based business:** Because of the current COVID-19 outbreak, IT-based companies are growing in popularity right now. An organization like catch Bangladesh has a tremendous potential to seize the moment. Catch Bangladesh offers digital communication and IT services at a low cost, so company owners may simply utilize them.

**2. The need for a work-life balance:** In today's society, online businesses are seen as supplemental sources of income. People with day jobs, students, stay-at-home moms, and others all engage in internet business in addition to their normal jobs, but this may become a burden that interferes with achieving a healthy work-life balance, prompting them to look for alternatives.

## Threats/ Challenges:

**1. Easy Entry:** As Bangladesh is a nation with an open market economy, any company may be established here. As a result, new businesses may develop or join this field at any moment, making it difficult for Catch Bangladesh to present its unique selling offering in a sustained way.

**2. Government Rules and Regulations:** It is a new type of business in Bangladesh with no defined laws and regulations to follow. The government of Bangladesh is considering various IT-based business laws that might have a direct influence on this sector. Converting the negative influence of industry into an opportunity may be a challenge for Catch Bangladesh in the future days.

**3. Fraud Businesses:** Due to the lack of regulation in this field, numerous fraudulent enterprises have sprung up. Countering such businesses while also making sure that customers are protected would be difficult for Catch Bangladesh in the coming days.

## 2.8 Summary and Conclusion

Catch Bangladesh is looking at every conceivable option and applying the best one in order to overcome any obstacles that may arise. The company strives to be a one-stop solution for company marketing, graphic content creation for enterprises, and website and application development in many sectors. Catch Bangladesh constantly follows its key principles of compassion, devotion, customer dependability, perseverance, punctuality, and perfection in all its operations. Their strengths include maintaining adequate customer contact, knowing their requirements and acting accordingly, being truthful, and being real. Since it is a small organization, employees at the lowest levels of the hierarchy may voice their opinions and operate independently.

## 2.9 Recommendation

Although the organization operates well, there are methods to enhance it. Such as:

- 1. Increased amount of capital:** To compete in the market, Catch Bangladesh must expand its capital. Since innovation necessitates research, and research necessitates funding, innovation cannot occur without a flow of capital, and businesses such as Catch Bangladesh cannot thrive in the absence of invention.
- 2. The use of Modern Technologies:** Technology may be used to secure financial information, secret executive decisions, and other sensitive information that adds to a company's competitive edge. To put it simply, technology helps firms protect their intellectual property. So, Catch Bangladesh can use modern technologies to operate smoothly.
- 3. Increase office Space:** A functional workplace or office adds to the worth of a business and helps to attract excellent employees and customers, in addition to increasing productivity. As Catch Bangladesh's clientele grows, additional office space is necessary to ensure a seamless work flow.

## Chapter: 3

**Topic: The Relation among Leadership Styles, Organizational Culture and Innovation**

**Capability: Catch Bangladesh.**

### 3.1 Introduction

Information technology (IT) is an important contributor to Bangladesh's economic development. The information technology industry in Bangladesh has grown tremendously in recent years, especially with the advent of digital transformation. In recent years, Bangladesh, in particular, has witnessed increased attention from Information Technology Enabled Services companies. Bangladesh's IT services sector is now worth 1.1 billion dollars and is predicted to rise five-fold to US\$4.6-4.8 billion by 2025, according to industry estimates. (H Karthik Et al. 2020) Intense competition in the Information Technology industry has resulted from rapid change and growth, which may be both an opportunity and a problem for Information Technology firms to grow and thrive.

High-tech enterprises are progressively shifting their development strategies in order to stay pace with globalization, quick changes in innovation, and technology manufacturing. Today's business leaders aren't simply worried with the number of plants and equipment, but also about property rights, client service, collaboration with partners, and the creativity and potential of personnel. Rather than relying on the efficient use of already-depleted natural resources, companies are turning to new sources of innovation and intellectual capital in order to achieve long-term success and development. For companies in the IT industry, this is particularly important, since innovation is a must for long-term survival and development.

Firms with a great capacity to innovate are able to take advantage of market possibilities and anticipate changes in the external environment and client needs, according to recent research. (Samsir,2018) The manager's capacity to recognize innovation-influencing elements is critical to achieving this goal. The findings of this research on “Catch Bangladesh” highlight the significance of Leadership Styles, Organizational culture, and the capacity to generate new ideas in order to aid in operational progress.

### **3.1.1 Background:**

The goal of this research is to examine the link between leadership styles, organizational culture, and innovation capacity at Catch Bangladesh, a Dhaka-based IT firm. A researcher previously did study on the same subject but he also added knowledge management as a mediator. However, he concentrated on information technology enterprises headquartered in South Vietnam's Science Parks and High Technology Zones. I'm now concentrating on Bangladesh's information technology businesses. My study will look at if there is any relationship between firms organizational culture, innovation capability and leadership styles.

First, this research intends to examine the link between Leadership Styles, Organizational culture and innovation capabilities in the context of Catch Bangladesh. Second, this study also aims to assess if Catch Bangladesh has a strong organizational culture because of supportive and participatory leadership practices. There must be defined qualities of organizational culture that can support an economy based on information and technology in Bangladesh as this country attempts to do. Third, the research looks at the influence of Leadership Styles and Organization Culture on the capacity to innovate. Several academics believe that leadership styles and Organizational Culture may greatly contribute to the enhancement of an organization's capacity to innovate. We are interested in finding out whether enterprises and organizations in Bangladesh can strengthen their technological capabilities while using an effective approach.

### **3.1.2 Literature Review:**

An organization's culture influences the capacity of its employees to innovate, which in turn has a positive impact on productivity. (Vijande & Sanchez, 2017). The potential of employees to innovate inside an organization is greatly enhanced when they work in an atmosphere where they are happy and engaged (Bani-Melhem, Zeffane & Albaity, 2018). The capacity of employees to think beyond the box is essential to a company's long-term viability. The organization's culture and leadership styles are critical to this performance. Many studies have examined employee creativity capabilities, which suggests that leadership styles has a significant impact on staff innovation. (Samsir, 2018; Schuckert et al, 2018) The culture of a company is also an important performance indicator since it has the ability to assist in the development of organization resources as well as the preservation of firm growth and continuity. Organizational learning may be impacted



by a collaborative culture and information sharing, according to some experts (Nugroho, 2018). The suitable leadership, culture and atmosphere inside the company are equally important to the achievement of innovation. Tolerance for uncertainty and failure, a risk-taking mindset, empowered individuals, suitable settings for creativity and idea management, and communication are the components often recognized as underpinning the innovation-boosting culture and atmosphere. (Ardi, A., Djati et al,2020).

### **3.1.3 Objective:**

1. The primary purpose of this study is to look at the link between Catch Bangladesh's leadership styles, organizational culture, and innovation capabilities.
2. Secondly, the goal is to see whether supportive and participatory leadership practices may help build a stable corporate culture in Catch Bangladesh.
3. Other objectives include discovering how Catch Bangladesh's Innovation Capability is impacted by the leadership styles and culture of their business.

### **3.1.4 Significance:**

The study's significance stems from its ability to better understand the link between leadership styles, organizational culture, and innovation capabilities in the context of Catch Bangladesh. Employees of Catch Bangladesh, on the other hand, may have ideas on how to improve their understanding of the link between innovation capability and the other two variables which are leadership styles and organizational culture. The findings of this study will be useful to the company's upper management and manager in terms of management practices in the high-tech industry. Furthermore, the findings of this study may be used to guide future research on the subject.

### 3.1.5 Research Framework:

#### ▪ Leadership Styles and Organizational Culture:

The appropriate leadership style is one of the most important organizational characteristics for companies to effectively compete and get long-term benefits. To accomplish their common goals, leaders and followers must have a strong connection. Path-Goal theory is gaining popularity among academics in this field owing to its current relevance. (Chang,2017). The Path-Goal theory addresses various managerial activities, such as defining employee roles and responsibilities, establishing performance goals, giving guidance and coaching, and eliminating obstacles. For the purpose of this investigation, the leadership styles variable is evaluated based on the supportive and participative characteristics of leadership that are proposed by the path-goal theory. Supportive leaders give emotional and educational assistance to their teams. They usually care about their followers and make judgments with their wants and preferences in mind. A participatory leader considers all levels of workers' input when making decisions (Lei Et al.2020).

Culture has always been an important motivator of innovation. A new research shows that corporate culture is becoming less dynamic. Organizational culture reflects how individuals of an organization communicate with each other and with their stakeholders. In other words, a company's culture guides operations, workflow, and customer management. Scholars have extensively researched organizational culture in numerous circumstances. Most study focuses on the influence of leadership styles in shaping corporate culture. In view of current research that supports the premise that leadership is a factor of organizational culture, and it leads to the following hypothesis:

**Hypothesis 1 (H1):** There is a positive relationship between Leadership styles and organizational Culture.

#### ▪ Organizational Culture and Innovation Capability:

An organization's culture is defined as a collection of standards that influence and drive members' thinking and conduct toward each other, as well as external stakeholders. In case of Bangladeshi IT firm, Organizational culture influences the innovation Capability and company's long-term success is heavily connected to its capacity to innovate. As a consequence, more attention is being paid to the elements that influence innovation. There are many elements that impact a company's

performance these days that are directly tied to people and behavior. These include the function of organizational culture, which may either drive or inhibit innovation, and so affect the company's success.

Culture may either inspire or stifle innovation and business performance, depending on the principles promoted by the culture. An ethical workplace culture has been found to be the best predictor of innovation and productivity, it is possible to infer that innovation serves as a bridge between specific kinds of organizational cultures and performance. Organizational culture is now seen as having a significant impact on innovation (Lin ET al. 2018) Because organizational culture has an impact on employee behavior, it may encourage workers to embrace innovation as a basic value of the firm and to feel more invested in it (Hartmann, 2016). From the above discussion we can understand that organizational culture has a key role in innovation capability. These research lead to this hypothesis:

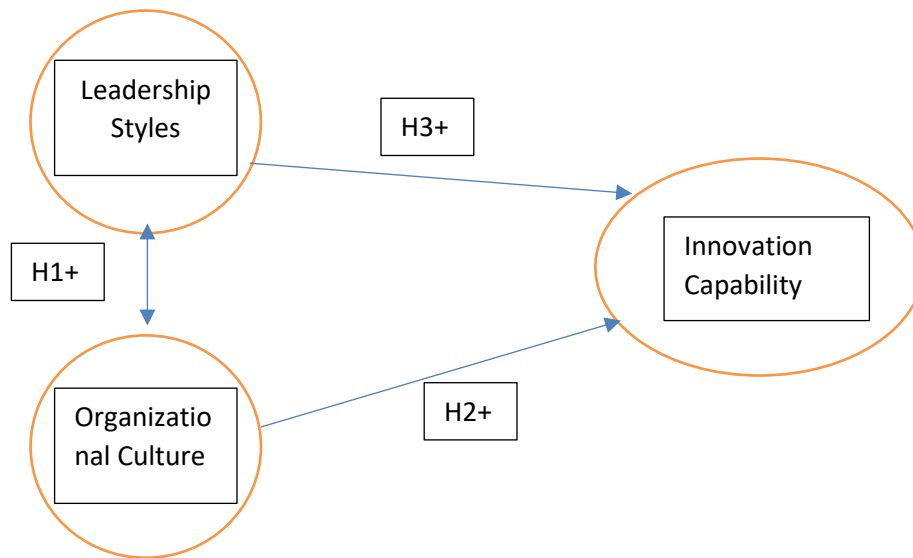
**Hypothesis 2 (H2):** There is a positive relationship between organizational culture and Innovation Capability.

▪ **Leadership Styles and Innovation Capability:**

Leadership styles influenced organizational innovation capability in both direct and indirect ways, although some had just direct impacts (Roper, 2018). Leadership is a complicated job that requires a lot of work. It's all about persuading the admirers. It is one of the most significant variables in determining how creative and innovative a company is. When it comes to innovation, leaders are typically the ones who introduce fresh and distinct ideas. (Leao Et al,2017) Organizational innovation involves supportive leadership that promotes learning and good communication while also providing employees with the tools they need to be innovative. A leadership style or other organizational elements such as cooperation, collaboration, and learning can lead to organizational innovation that boosts performance, but both of these things can happen at the same time. In addition, leadership can have an effect on things like organizational climate, strategy, and learning, which are all directly linked to it. As a result, leadership is critical for innovation because of the leader's role in establishing and communicating the objectives of company's innovation capability (Zengin,2018).

**Hypothesis 3 (H3):** There is a positive relationship between Leadership styles and Innovation Capability.

**Based on the hypothesis, the research Model is given below:**



*Figure 3: Research Model Based on Hypothesis*

## 3.2 Methodology

### 3.2.1 Statistical Analysis Techniques:

I used quantitative technique to investigate the links between leadership styles, Organizational Culture, and Catch Bangladesh's innovation capabilities. Since the main data utilized in this research was gathered using a questionnaire, survey research was employed to get the data needed for this study. Data analysis was carried out using SPSS software once the data collecting process was completed. The findings were then presented using the SPSS program. SPSS excels in analyzing complex research models with numerous dynamic relationships among variables, such as those seen in corporate management studies. The use of SPSS is certainly useful in this research since employees constitutes the representative sample. The sample size for my research is 32 people.

### **3.2.2 Data Collection:**

For the purpose of determining the correlations between the variables included in the study, a survey based on the most recent scales from reputable academic sources was created. Senior managers, managers, assistant managers, team leaders, executives, interns, and all of Catch Bangladesh's employees are all included in this research. Officially, I was granted access to the company's personnel for the purpose of gathering information. A sample of 32 employees was initially gathered to test the hypotheses. The survey included items to assess the scales of latent variables and the demographics of people who answered to the inquiries.

We used Google form to provide a final draft of the survey to those who were going to fill it out. In light of the rapidly deteriorating situation with COVID-19 at the time of this study, we believe that online questionnaires are the most acceptable means of collecting data at this time. As a result, we were able to save money on printing, mailing, and data entry/processing expenses by conducting online surveys. Participants were told about our research group, the goal of our study, and that their replies would only be used for academic reasons. The questionnaire was very simple and easy to understand and basic information was asked, such as their positions, the number of years they are serving, their opinions about their co-workers, their interests and so on, since these facts are critical to drawing relevant conclusions and making recommendations.

### **3.2.3 Measurement:**

In the literature review, there were different latent variables shown. Items were based on components used in previous research. A Likert scale with five points was used to evaluate each item, with one (1) representing strong agreement and five (5) representing strong disagreement.

To begin, the elements used to evaluate leadership styles (LEA) were taken straight from a previous study. They found that there are two types of leadership practices in today's IT companies: participatory and supportive. Workers that care about and appreciate their subordinates' well-being and perspectives are more likely to foster a strong connection culture in the workplace, since the modern corporate environment values human capital.

As a result, I took five questions from the above research and adapted them to be used to assess Leadership Styles. Second, five questions from a research study were utilized to assess the

organizational culture of the participants. Finally, four factors were chosen from a research study done by Buble M to evaluate innovators' ability to generate new goods.

### 3.3 Findings and Analysis

#### 3.3.1 Descriptive Analysis:

We may use this initial level of analysis to get absolute values that summarize individual variables and identify trends. The following are the findings from the SPSS Output:

*Table 1: Descriptive Analysis*

<b>Questions</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<i>What is your Age?</i>	32	1.00	1.00	1.0000	.00000
<i>What is the highest degree you have completed?</i>	32	1.00	3.00	2.0000	.56796
<i>What is your job status?</i>	32	1.00	3.00	1.2188	.60824
<i>What is your current position in Catch Bangladesh?</i>	32	1.00	16.00	10.2188	4.45576
<i>How long you have been working here in Catch Bangladesh?</i>	32	1.00	5.00	3.2813	1.46429
<i>What is your Income Level? (BDT)</i>	32	1.00	4.00	2.2500	1.01600
<i>You think about what your subordinates have to say before making a choice.</i>	32	1.00	3.00	1.6562	.65300
<i>You assist your group members in making their jobs more enjoyable to do.</i>	32	1.00	2.00	1.2188	.42001
<i>You're concerned about the well-being of your coworkers.</i>	32	1.00	3.00	1.2188	.55267
<i>You treat all the employees equal.</i>	32	1.00	4.00	1.4063	.66524
<i>You set a schedule for getting the job done.</i>	32	1.00	3.00	1.5938	.75602
<i>Members of our company are pleased with the level of cooperation.</i>	32	1.00	4.00	1.6250	.87067

<i>People in our company are open to working together across divisions.</i>	32	1.00	3.00	1.5000	.71842
<i>As a group, we have a mutual belief in each other's ability to achieve our objectives.</i>	32	1.00	3.00	1.3438	.65300
<i>Organization offers training programs</i>	32	1.00	5.00	2.3125	1.06066
<i>Taking part in seminars, conferences, and other educational opportunities is encouraged by our firm.</i>	32	1.00	5.00	1.6875	.89578
<i>Our company always comes up with new production methods and ways.</i>	32	1.00	5.00	1.8437	.91966
<i>In comparison to three years ago, our organization has implemented newer (or better) management processes and procedures.</i>	32	1.00	3.00	1.5625	.75935
<i>Our company has more new or better products or services than three years ago.</i>	32	1.00	3.00	1.4063	.66524
<i>Strong leadership and organizational culture are assisting us in growing and increasing our capacity to innovate.</i>	32	1.00	4.00	1.4375	.71561
<i>Valid N (Listwise)</i>	32	1			

This survey was conducted between April 2022 and May 2022 using a Google form, and the results were analyzed using SPSS (Statistical Package for Social Sciences) to assess the relationships between organizations' Leadership Styles, Organizational Culture, and Innovation Capability. The respondents of this survey were the employees of Catch Bangladesh. Total respondents were 32. Average ages of the employees are 20 to 30. 31.3% of people in Catch Bangladesh earn between the range of 21,000 to 50,000, which is the most earning range. Most of the people have completed Bachelor Degree and 87% people are employed Full-Time.

### 3.3.2 Inferential Analysis:

It is possible to generalize data and make predictions using these complicated analyses.

❖ **Correlation:** (Significance Level: 5%)

Table 2: Correlation Analysis

<i>Descriptive Statistics</i>			
	Mean	Std. Deviation	N
<i>INO</i>	1.5625	.54993	32
<i>LEA</i>	1.4187	.35690	32
<i>ORG</i>	1.6938	.59673	32

<i>Correlations</i>				
		<i>INO</i>	<i>LEA</i>	<i>ORG</i>
<i>INO</i>	Correlation (Pearson)	1	.561**	.729**
	Significance		.001	.000
	N	32	32	32
<i>LEA</i>	Correlation (Pearson)	.561**	1	.773**
	Significance	.001		.000
	N	32	32	32
<i>ORG</i>	Correlation (Pearson)	.729**	.773**	1
	Significance	.000	.000	
	N	32	32	32

\*\* At the 0.01 level, the correlation is significant and it is 2-tailed

<i>Correlations</i>					
		<i>INO</i>	<i>LEA</i>	<i>ORG</i>	
<i>Kendall's tau_b</i>	<i>INO</i>	Pearson Coefficient	1.000	.463**	.641**
		Significance		.001	.000
		N	32	32	32
	<i>LEA</i>	Pearson Coefficient	.463**	1.000	.567**
		Significance	.001		.000
		N	32	32	32
	<i>ORG</i>	Pearson Coefficient	.641**	.567**	1.000
		Significance	.000	.000	
		N	32	32	32
<i>Spearman's rho</i>	<i>INO</i>	Pearson Coefficient	1.000	.558**	.769**
		Significance		.001	.000
		N	32	32	32
	<i>LEA</i>	Pearson Coefficient	.558**	1.000	.671**
		Significance	.001		.000
		N	32	32	32
	<i>ORG</i>	Pearson Coefficient	.769**	.671**	1.000**
		Significance	.000	.000	



	N	32	32	32
<i>** At the 0.01 level, the correlation is significant and it is 2-tailed</i>				

## Results and Discussion (Correlation):

Using the Pearson Correlation, Kendall's tau b, and Spearman Co-relation methodologies, we examined the link between Leadership Styles, Organizational Culture, and Innovation Capability in the workplace. Here, INO = Innovation Capability, LEA = Leadership Styles and ORG = Organizational Cultures. There were five questions on leadership styles, five questions about organizational culture, and four questions about the company's innovation capacity in a survey. At first, I calculated the mean using SPSS. Later the relation was measured using the mentioned three methods.

### ❖ Pearson Correlation Method:

- According to Pearson Correlation analysis it is seen that the “r” value for LEA & ORG is .773, P value for LEA and ORG is .000 which denotes a somewhat strong positive relationship between LEA and ORG and it is also significant at 1%. So, Hypothesis 1 is not rejected.
- Next, “r” value for INO & ORG is .729, P value for INO and ORG is .000 which denotes that there is somewhat strong positive relationship between INO and ORG and it is also significant at 1%. So, Hypothesis 2 is not rejected.
- Again, “r” value for INO & LEA is .561, P value for INO and LEA is .001 which denotes that there is somewhat strong positive relationship between INO and LEA and it is also significant at 1%. So, Hypothesis 3 is not rejected.

### ❖ Kendall's tau\_b Method:

- Here, “r” value for LEA & ORG is .567 and “P” value = .000, it means there is a positive relationship and it is also significant at 1% so hypothesis 1 is not rejected.
- Next, “r” value for ORG & INO is .641 and P value = .000, it means a positive relationship is there and it is also significant at 1% so hypothesis 2 is not rejected.
- Again, “r” value for LEA & INO is .463 and P value = .001 which denotes that there is a positive relationship and it is also significant at 1% so hypothesis 3 is not rejected.

### ❖ Spearman's Method:

- We get the “r” value for LEA and ORG is .671 and “p” value is .000, it indicates a positive relationship between LEA and ORG and it is also significant at 1%, so hypothesis 1 is not rejected.
- Next the “r” value for ORG and INO is .769 and “p” value is .000 which indicates a positive relationship between ORG and INO and it is also significant at 1%, which means hypothesis 2 is not rejected.
- Again, “r” value for LEA and INO is .558 and “p” value is .001 which indicates a positive relationship between Organizational Culture & Innovation capability and it is also significant at 1%, so hypothesis 3 is not rejected.

### ❖ Regression:

Table 3: Regression Analysis

<i>The Variables Entered or Removed</i>			
<i>Model</i>	Variables Entered	Variables Removed	Method
<i>1</i>	ORG, LEA <sup>b</sup>		Enter
<i>a. The Dependent Variable is: INO</i>			
<i>b. All the variables are entered.</i>			

<i>Model Summary</i>									
<i>Model</i>					Change Statistics				
	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square Change	F Change	df1	df2	Sig. F Change
<i>1</i>	.729 <sup>a</sup>	.531	.499	.38940	.531	16.413	2	29	.000
<i>a. Predictors: (Constant), ORG, LEA</i>									

<i>ANOVA<sup>a</sup></i>						
<i>Model</i>		Sum of Squares	df	Mean Square	F	Sig.
<i>1</i>	Regression	4.978	2	2.489	16.413	.000 <sup>b</sup>
	Residual	4.397	29	.152		
	Total	9.375	31			
<i>a. Dependent Variable: INO</i>						
<i>b. Predictors: (Constant), ORG, LEA</i>						

<i>Coefficients<sup>a</sup></i>						
<i>Model</i>		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
<i>1</i>	(Constant)	.431	.288		1.499	.145
	LEA	-.009	.309	-.006	-.030	.976
	ORG	.676	.185	.733	3.658	.001

*a. Dependent Variable: INO*

## Results and Discussion (Regression):

It is possible to use regression analysis to anticipate the value of a dependent variable for those who have some knowledge of the explanatory variables, or to analyze the effect of an explanatory variable on that value. In the above analysis there are one dependent variable and two independent Variable.

Dependent Variable: Innovation Capability (INO)

Independent Variable: Leadership Styles (LEA) and Organizational Culture (ORG)

### ❖ Model Summary:

From the above calculation we get,

R Square (Coefficient of determination): .531

“F” Value: 16.413

“P” Value: .000

**Decision:** Since  $R^2 = .531$  or 53.1%. It shows that the regression model is able to account for 53.1% of the total variation in the dependent variable under study. R-squared values are higher when there is more variability described by the model. This model (53.1%) can be said as a moderate regression model.

**ANOVA:** This is used to calculate the mean variance of the variables. The variation between the variables was statistically significant. Here, “F” value is 16.413 and “P” value is .000 which denotes that “F” value is significantly higher than the “P” value so we will not reject the Hypothesis.

### 3.4 Discussion

Firms with a high capacity for innovation are able to capitalize on market opportunities and foresee changes in the external environment and customer wants. Employees' ability to innovate within an organization is considerably boosted when they work in an environment where they are happy and engaged. Our goal was to find out the link between three variables. Through this research Catch Bangladesh employees may have ideas on how to better understand the link between leadership styles, corporate culture, and innovation capabilities. Because of this study, senior executives and managers in high-tech companies will have access to new ideas and suggestions for best practices in management. In addition, the study's results may serve as a reference for next investigations.

To determine the links between these three variables, three hypotheses were constructed to determine whether or not there are any relationships between the variables. A quantitative approach was used to study the connections between leadership styles, organizational culture, and Catch Bangladesh's innovation capacity. To analyze the correlations between the variables as mentioned in the research framework, a survey was created. To test the assumptions, a sample of 32 workers was first recruited. The responses were gathered using a Google form. Data analysis was performed using SPSS software once the data was collected.

Descriptive analysis and inferential analysis were the two approaches used in this study. I got to know about the age, degree, salary, employment status, and so on from the descriptive analysis, and from the inferential analysis, I was able to assess the relationships between organizations' Leadership Styles, Organizational Culture, and Innovation Capability using various analyses such as Correlation Analysis and regression Analysis, among others. According to research, there is a significant link or relation between leadership styles, organizational culture, and innovation ability. Pearson Correlation, Kendall's tau b Correlation, and Spearman Co-relation were used to determine the correlations. A regression analysis was also carried out, with the dependent variable being Innovation Capability and the independent variables being Leadership Styles and company Culture. I also got the "F" and "P" values, where the "F" value is greater than the "P" value and so the hypothesis is not rejected. Furthermore, since the variables have a significant positive association, the three hypotheses are not rejected. Consequently, we may infer that leadership styles and organizational culture have a substantial effect on innovation capability and also, we

can conclude that Catch Bangladesh's leadership styles and organizational culture influenced Catch Bangladesh's innovation capability.

### 3.5 Conclusion

A theoretical framework is presented in this study to find empirical linkages between leadership styles, corporate culture, and innovation capacity. This research discovered that strong leadership styles and organizational cultures has strong influence on Bangladesh's IT enterprises' capacity to innovate. The study addressed this via three primary objectives. Within the scope of this investigation, the first and most important purpose is to investigate the relationship that exists between different types of leadership, different cultures of organizations, and the capacity to innovate. Second, the purpose is to determine if supportive and participative leadership methods may aid in the development of a stable corporate culture in Catch Bangladesh. Third, the purpose is to determine how the leadership styles and culture of an IT firm, such as Catch Bangladesh, impact their organization's Innovation Capability.

From a practical standpoint, the relationship between the variables can provide managers with useful insights into the development of a strong culture, effective promotion of leadership styles, and ultimately enhance the innovation capability of the entire organization. Organizational creativity, in the high-tech business, offers a key to understanding how an organization performs, grows and survives. Our approach included innovation capacity because it is the root of all innovation and symbolizes the potential of companies to translate leadership styles and organizational culture into economic value. A corporate environment may be undermined by ignoring the link between variables.

In addition, the results show that leadership styles have a direct influence on innovation capabilities, which is consistent with our findings. Managers and team leaders in IT organizations are advised to demonstrate supportive and participatory attitudes toward their subordinates in order to develop a good company culture. Managers could plan more outdoor activities like picnics, festivals, and athletic events to bring their staff together, have a good time, and share ideas with one another.

**Questionnaire:****Basic Questions:**

1. What is your age group?

a) 22 - 30 b) 31 - 40 c) 41 - 50 d) 51 - 60 e) 60 and Above

2. What is your highest educational degree or level of education?

a) High School b) Bachelor's Degree c) Master's Degree d) Ph.D. or Higher

3. What is your current employment status?

a) Full-Time b) Part-Time c) Intern

4. What is your current position in Catch Bangladesh?

Answer:

5. How long have you been employed in this capacity at Catch Bangladesh??

a) 1 year or less b) 1 - 2 Year c) 2 - 3 Year d) 3 - 4 Year e) 4 Years and Above

6. What is your Income Level? (BDT)

a) Below 20,000 b) 21,000 - 50,000 c) 50,000 - 1,00,000 d) 1,00,000 and Above

**Leadership Styles:**

7. You think about what your subordinates have to say before making a choice.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

8. You assist your group members in making their jobs more enjoyable to do.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

9. You're concerned about the well-being of your coworkers.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

10. You treat all the employees equal.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

11. You set a schedule for getting the job done.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

**Organizational Culture:**

12. Members of our company are pleased with the level of cooperation.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

13. People in our company are open to working together across divisions.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

14. As a group, we have a mutual belief in each other's ability to achieve our objectives.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

15. Our organization offers a variety of official training programs.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

16. Taking part in seminars, conferences, and other educational opportunities is encouraged by our firm.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

**Innovation Capability:**

17. Our company always comes up with new production methods and ways.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

18. In comparison to three years ago, our organization has implemented newer (or better) management processes and procedures.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

19. Our company has more new or better products or services than three years ago.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.

20. Strong leadership and organizational culture are assisting us in growing and increasing our capacity to innovate.

a) Strongly agreeing the statement. b) Somewhat agreeing the statement. c) Neither agree nor disagree. d) Somewhat disagreeing the statement. e) Strongly disagreeing the statement.



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## Appendix:

### SPSS Data Analysis:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
What is your Age?	32	1.00	1.00	1.0000	.00000
What is the highest degree or level of education you have completed?	32	1.00	3.00	2.0000	.56796
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What is your current position in Catch Bangladesh?	32	1.00	16.00	10.2188	4.45576
How long you have been working here in Catch Bangladesh?	32	1.00	5.00	3.2813	1.46429
What is your Income Level? (BDT)	32	1.00	4.00	2.2500	1.01600
You think about what your subordinates have to say before making a choice.	32	1.00	3.00	1.6562	.65300
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Taking part in seminars, conferences, and other educational opportunities is encouraged by our firm.	32	1.00	5.00	1.6875	.89578
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In comparison to three years ago, our organization has implemented newer (or better) management processes and procedures.	32	1.00	3.00	1.5625	.75935
Our company has more new or better products or services than three years ago.	32	1.00	3.00	1.4063	.66524
Strong leadership and organizational culture are assisting us in growing and increasing our capacity to innovate.	32	1.00	4.00	1.4375	.71561
Valid N (listwise)	32				

## Correlations

### Descriptive Statistics

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LEA	1.4187	.35690	32
ORG	1.6938	.59673	32

### Correlations

		INO	LEA	ORG
INO	Pearson Correlation	1	.561**	.729**
	Sig. (2-tailed)		.001	.000
	N	32	32	32
LEA	Pearson Correlation	.561**	1	.773**
	Sig. (2-tailed)	.001		.000
	N	32	32	32
ORG	Pearson Correlation	.729**	.773**	1
	Sig. (2-tailed)	.000	.000	
	N	32	32	32

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### NONPAR CORR

```

/VARIABLES=INO LEA ORG
/PRINT=BOTH TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

## Nonparametric Correlations

### Correlations

			INO	LEA	ORG
Kendall's tau_b	INO	Correlation Coefficient	1.000	.463**	.641**
		Sig. (2-tailed)	.	.001	.000
		N	32	32	32
	LEA	Correlation Coefficient	.463**	1.000	.567**
		Sig. (2-tailed)	.001	.	.000
		N	32	32	32
	ORG	Correlation Coefficient	.641**	.567**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	32	32	32
Spearman's rho	INO	Correlation Coefficient	1.000	.558**	.769**
		Sig. (2-tailed)	.	.001	.000
		N	32	32	32
	LEA	Correlation Coefficient	.558**	1.000	.671**
		Sig. (2-tailed)	.001	.	.000
		N	32	32	32
	ORG	Correlation Coefficient	.769**	.671**	1.000
		Sig. (2-tailed)	.000	.000	.
		N	32	32	32

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## → Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	ORG, LEA <sup>b</sup>	.	Enter

a. Dependent Variable: INO

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.729 <sup>a</sup>	.531	.499	.38940	.531	16.413	2	29	.000

a. Predictors: (Constant), ORG, LEA

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.978	2	2.489	16.413	.000 <sup>b</sup>
	Residual	4.397	29	.152		
	Total	9.375	31			

a. Dependent Variable: INO

b. Predictors: (Constant), ORG, LEA

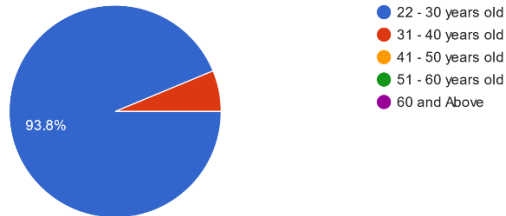
### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.431	.288		1.499	.145
	LEA	-.009	.309	-.006	-.030	.976
	ORG	.676	.185	.733	3.658	.001

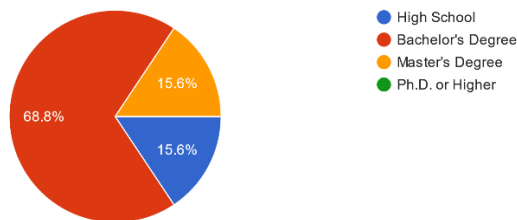
a. Dependent Variable: INO

## Survey Responses:

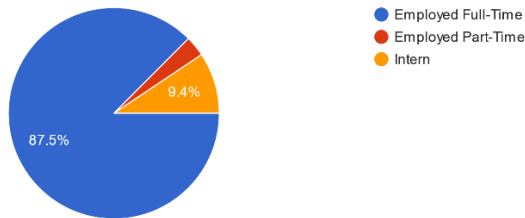
What is your age?  
32 responses



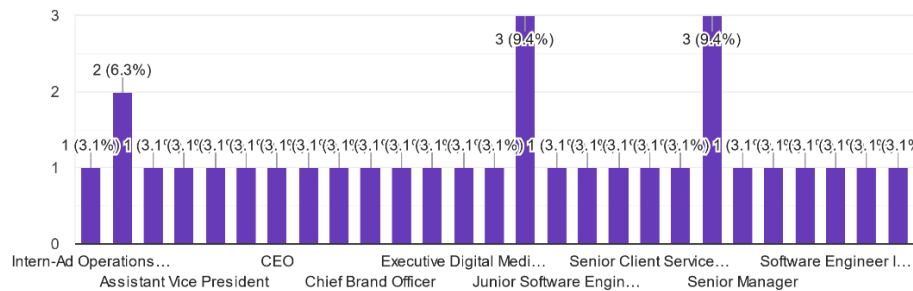
What is the highest degree or level of education you have completed?  
32 responses



What is your current employment status?  
32 responses

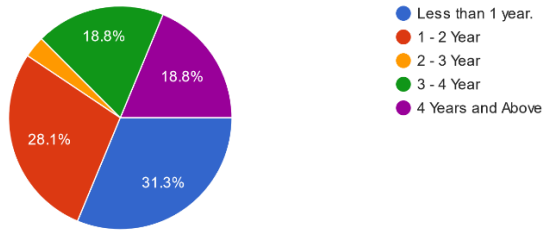


What is your current position in Catch Bangladesh?  
32 responses



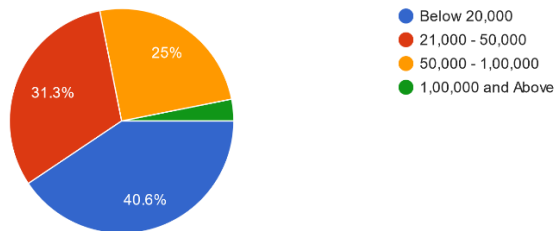
How long you have been working here in Catch Bangladesh?

32 responses



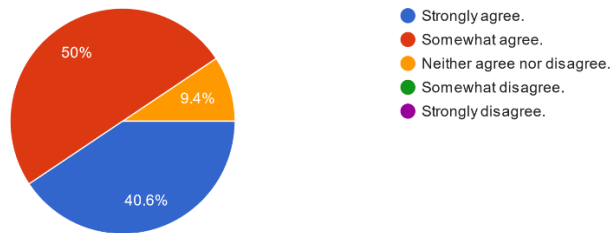
What is your Income Level? (BDT)

32 responses



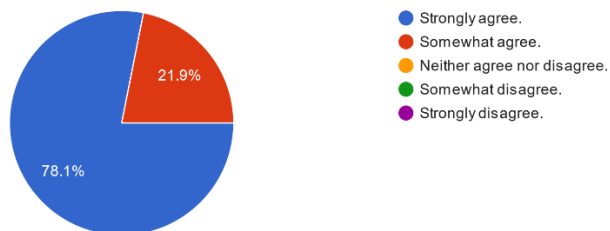
You think about what your subordinates have to say before making a choice.

32 responses

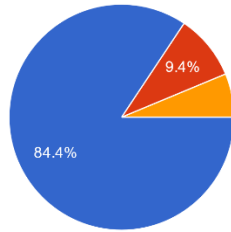


You assist your group members in making their jobs more enjoyable to do.

32 responses

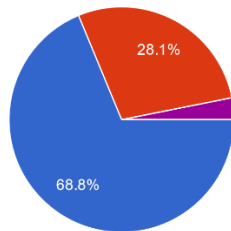


You're concerned about the well-being of your coworkers.  
32 responses



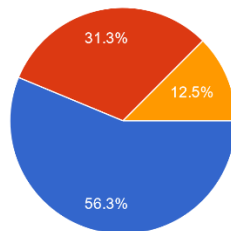
- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

You treat all the employees equal.  
32 responses



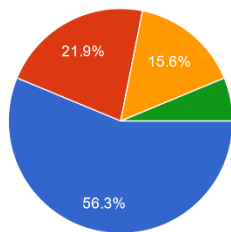
- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

You set a schedule for getting the job done.  
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

Members of our company are pleased with the level of cooperation.  
32 responses

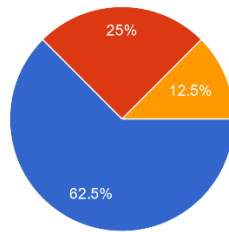


- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.



People in our company are open to working together across divisions.

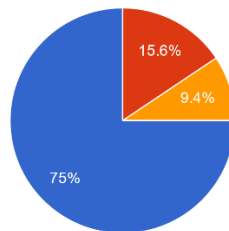
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

As a group, we have a mutual belief in each other's ability to achieve our objectives.

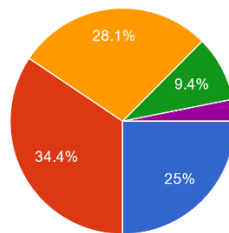
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

Our organization offers a variety of official training programs

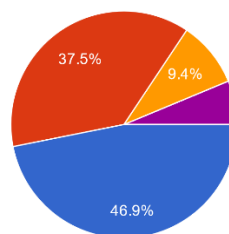
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

Taking part in seminars, conferences, and other educational opportunities is encouraged by our firm.

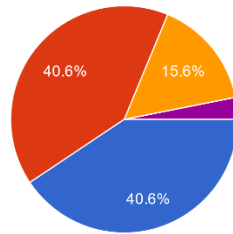
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

Our company always comes up with new production methods and ways.

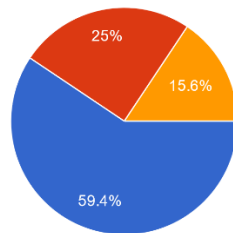
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

In comparison to three years ago, our organization has implemented newer (or better) management processes and procedures.

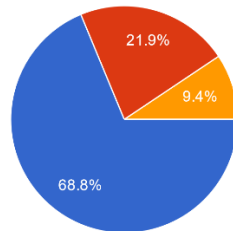
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

Our company has more new or better products or services than three years ago.

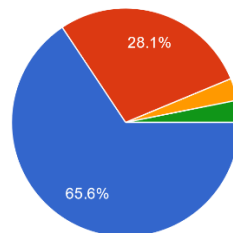
32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.

Strong leadership and organizational culture are assisting us in growing and increasing our capacity to innovate.

32 responses



- Strongly agree.
- Somewhat agree.
- Neither agree nor disagree.
- Somewhat disagree.
- Strongly disagree.