



## Factors Affecting Charismatic Leadership of Primary Schools Principals

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### Abstract

The research study examined the expression of charismatic leadership and factors affecting charismatic leadership of primary school principals. The samples were 840 primary school principals among the Basic Education Commission selected by the multi-stage random sampling method. The instrument used was the rating scale questionnaires for charismatic leadership and causal factors with the reliability coefficient of 0.98. The study showed a high level of charismatic leadership of the primary school principals. The levels of the 3 causal factors of the primary school principals, namely motivation, creativity, self-conceptualization was also high. It was found that charismatic leadership scores of motivation, creativity, and self-conceptualization were 0.39, 0.28, and 0.26, at a significant difference at 0.01 level of difference. The proportion in reliability coefficient of causal factors could explain the primary school principals' charismatic leadership at approximately 74%.

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**Keywords:** Factors Affecting , Charismatic Leadership, Primary School Principals;

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## 1. Introduction

In advanced education, for the 21<sup>st</sup> century young generation, vital skills acquisition is the requirement particularly in the areas of critical thinking and problem solving, cooperation and cross-network management, dexterity and capacity in adjustment, initiative, effective communication, accessibility and information criticism capacity, curiosity, and broad imagination (Wagner, 2008). Since the update globalization process has been covered with modern technological advancements as to be created and connected between different parts for being a unique. Economics for instance, the connection among the related networks is to be formed by international trading. Moreover, manufacturing for export is often resulted in all countries through developing and improving the production based on technology and services. Thus, the update administrators may require to acknowledge the changes as well as to possess the broad visions. They should be able to determine organizational strategies in order to attain the organizational target (Pichet Wongkiatkajorn, 2010). The world is as the knowledge-based society, where development of human capital necessitates are to be changed at anytime from present to the future. Modernized leaders may need to be aware as being qualified in the industry particularly about; respectability, capability, enthusiasm, clear vision, self-confidence and determination, having capability to express their vision and face to challenging situations. (Somyot Cheejang, 2009). It is, therefore, essential to determine an effective and appropriate leadership role model to be consistent with the changes and getting along educational reform, especially leadership of school principals. Furthermore, characteristics of educational leaders were investigated by Saneh Juito (2009), and Pichet Wongkiatkajorn (2010), who concluded the following leadership traits requirements are: broad vision, creativeness, good communication skills, self-confidence, the building administrative participation, might, influence, and respectability. Those are appropriate characters of charismatic leadership which are associated to Thai culture and society. It is recognized to be reliable of the leader's role model in both charisma and respectability concurrently.

## 2. Research objectives

The main aim of this study is to factor affecting of Charismatic Leadership for Basic Schools Principals. The followings are objectives of the study:

- To study the level of expression of charismatic leadership of primary school principals.
- To study the level of factors affecting charismatic leadership of primary school principals.

## 3. Methodology

This quantitative research study was conducted by samples of the population of 31,323 primary school principals during the academic year 2011. The Maximum Likelihood method (ML) was applied the sample size using 20:1 ratio of sample unit and parameter. In this research, there were 42 parameters based on the number of 840 samples derived by the multi-stage random sampling.

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