

**Title:** Transformational Leadership Impacting on Organizational Identification of Companies in Guangdong Province, China

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## ABSTRACT

Human resource management has an impact on the development of companies. The cultivation of talent and the styles of leaders further determine the future direction of companies, making them crucial indicators of business success and key references for investors when deciding whether to invest. Today, leadership plays a vital role in modern technological society, guiding innovation, shaping organizational vision, and promoting the adoption of new technologies, thereby transforming industries and society. Scholars agreed that in a rapidly changing technological environment, leaders provide a clear vision and strategic direction. Scholars also recognize emerging trends and technologies and set goals that align innovation efforts with business and societal needs. This fosters a shared purpose that inspires teams to pursue cutting-edge solutions and transformative change.

This study aims to explore the impact of transformational leadership on organizational identification of companies in Guangdong Province, China. It adopts a survey research method using a questionnaire as the investigation tool. Through

convenience sampling, 300 research participants were selected. Research data were collected via the questionnaire survey, and statistical methods such as independent samples t-test and one-way analysis of variance were used to test the research hypotheses. The results show (1) Background variables (gender, education level, years of work experience, tenure, job title, age, and company nature) did not reach significance in testing differences in transformational leadership and organizational identification and (2) Transformational leadership has a significant impact on organizational identification.

**Keywords:** Transformational leadership, Organizational identification, Leadership

