LEADERSHIP: A CRITICAL ANALYSIS

EVA PANDA*; B.B.PRADHAN**; P.K.MISHRA**

* RESEARCH SCHOLAR
** PROFESSOR,
S ‘O’ A UNIVERSITY.
*** UTKAL UNIVERSITY

ABSTRACT
The paper analyses the dynamics of leadership in organizations. It looks into quality, standards, processes, theories and strategies. It also examines correlates of leadership and making leadership more effective.

KEY WORDS: Leader, Leadership, Quality, Effectiveness, Strategy.