

# **Profiling Leadership Styles in Small business Management: Exploring the Impact on Business Success in Morocco**

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## **Abstract**

This study investigates the management styles of SmallBusiness managers, aiming to categorize their leadership approaches and uncover the relationship between leadership type and business success. Small Businesses are critical drivers of economic growth, yet the connection between managerial behavior and company performance still needs to be fully understood. Examining these leadership dynamics offers valuable insights into how different management styles contribute to a company's success.

The study employs both quantitative surveys and qualitative interviews to assess managers based on established leadership models, including transformational, transactional, and laissez-faire styles. It also explores traits such as emotional intelligence, strategic thinking, and decision-making abilities to create comprehensive profiles of Small Businesses leaders.

The analysis aims to identify patterns that link specific leadership styles to successful outcomes like innovation, profitability, and business growth. Additionally, the research examines whether varying market conditions or industry sectors influence the effectiveness of certain leadership approaches.

The findings are expected to provide practical guidance for Small Business managers and entrepreneurs, helping them align their leadership styles with organizational goals. This research highlights the critical role of leadership in business performance and offers insights that can inform leadership development programs, ultimately strengthening the resilience and competitiveness of SMEs.

This study makes a significant contribution to understanding how different leadership styles influence the success of Small Businesses, laying the groundwork for future research and leadership training initiatives

**Keywords:** leadership styles; small business management; business success; managerial profiling; organizational performance