

ABSTRACT

1. Keywords of Thesis:

- Management and Leadership
- Women leaders
- Motivational theories
- Gender studies

2. Abstract

The thesis paper is dedicated to analysing women's leadership in Hungary. The primary focus is on conducting an in-depth exploration of leadership styles, motivational techniques, and the challenges faced by women leaders in the country. Additionally, the study aims to identify the leadership styles predominantly adopted by women leaders within Multinational Organizations in Hungary. Furthermore, the paper examines various motivational theories, providing a comparative analysis. It also explores how women leaders effectively motivate their teams. Two fundamental questions drive the research: 1) What leadership styles are commonly practised by women leaders in Hungary? 2) How do women leaders motivate their employees? A robust literature review serves as the foundation for the primary research. To obtain a comprehensive understanding and detailed insights into the research questions, interviews were conducted with women leaders in Hungary. These interviews focused on their leadership styles, motivational strategies, and the challenges they encounter as women leaders.