



MASTER THESIS

The French Luxury Houses and Leadership: A Case Study of Hennessy

Author Student

Paul Rozette

Scientific Supervisor

Evangelia Baralou

Paris, 2023

Table of content

<i>List of tables and figures</i>	4
<i>Acknowledgements</i>	5
<i>Abstract</i>	6
1. Introduction	7
1.1 Background to the research	8
1.2 Aim of the research	9
1.3 Outline of the thesis	10
1.4 Development of Research Questions	11
2. Literature Review	12
2.1 Introduction	12
2.2 Defining le LUXE:	12
2.2.1 Origin	12
2.2.2 Conception of luxury	14
2.3 Defining Leadership	17
2.4 Defining the leader	18
2.4.1 How to define a leader	21
2.4.2 Characteristics and traits of the Leader	21
2.4.3 Charismatic Leader	26
2.5 Leadership impact on organization	27
2.5.1 Impact of leadership on organizational and employee performance	28
2.5.2 Measurement of leadership effect	29
2.6 Summary and conclusion	30
3. Theoretical Framework	32
3.1 Introduction	32
3.2 The dependent variable	32
3.3 The independent variables	33
3.4 Relationship and associations between variables	33
3.5 Summary and Conclusions	38
4 Description of Investigation	40
4.1 Introduction	40
4.2 Type of research	40
4.3 Research Process	40
4.4 Methodology and research design	41
4.5 Description of Investigation	43

4.6	Company background	45
4.7	Summary and conclusions	49
5	<i>Analysis and Interpretation of Results</i>	50
5.1	Introduction	50
5.2	Investigation	50
6	<i>Conclusions and future work</i>	61
6.1	Introduction	61
6.2	Conclusions	61
6.2.1:	Research question:	61
6.2.2:	Recommendations	62
6.2.3:	Limitations of the research	64
	BIBLIOGRAPHY	65
	<i>Appendices</i>	70
	<i>Guarantee</i>	85