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## **How Transformational Leadership Influences ERP Assimilation in Organizations: An Individual Level Study**

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### **Abstract:**

In this study, we theorize the role of the transformational leadership of the CEO in influences the assimilation of enterprise resource planning (ERP) technology in organizations at the end user level. We contend that the level of ERP assimilation among the end-users is positively related to the transformational leadership of the CEO, as reflected on, the dimensions of idealized influence, inspirational motivation, intellectual stimulation, and individual consideration. More specifically, this model explains how user attitude and user involvement, two widely identified individual level assimilation drivers, are shaped by these dimensions of transformational leadership in the context of assimilation of ERP technology. This model also examines the role of organizational learning culture as a moderator between user involvement and the level of ERP assimilation. Research design and methodology, along with potential contributions to theory and practice, are discussed.