

ABSTRACT

This study examined the effect of ethical leader on idea implementation through prosocial motivation as a mediator. The result from a survey of 145 member-leader dyads showed that there was a positive significant relationship between prosocial motivation and ethical leadership. On the other hand, although theories suggest the presence of prosocial motivation favor to form creativity, yet according to this research there was no relationship between prosocial motivation and the degree of idea implementation. However, idea implementation was strongly affected by the control variable of idea generation.

The implication of having an ethical leader are employee will perceive him/her as an effective leader, increase job performance and form convenient organizational environment where a prosocial motivation can flourish. The prosocial motivation enable followers to conduct action beyond self-interest or self-responsibility to benefit others or wider society. The fundamental factor being an ethical leader begins with a fair action given to followers. *Keywords:* ethical leader, implementation, prosocial motivation, creativity