

Strategic Leadership in UMW Toyota: Its Impact on Organisational Performance, Strategic Orientation and Operational Strategy

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Abstract

This paper focuses on the impact of strategic leadership on operational strategy and organisational performance of the automobile industry in Malaysia with a particular focus on UMW Toyota. Since the mid-1980s a growing body of research on leadership has focused on strategic leadership, in contrast to managerial and visionary leadership. It focused on how leaders make decisions in the short term that guarantees long-term viability of the organisation. Senior leaders also have the ability to align human resources in an effective way directly to the business strategy. This article focuses on the how Japanese car manufacturer in Malaysia, UMW Toyota, exercises strategic leadership to influence its operational strategy and performance. It examined both dependent and independent variable that influences strategic leadership with implications for future research.

Keywords:

Strategic leadership, operational excellence, strategic orientation, organisational performance