

# **A comparative study: “The impact of strategic leadership practice on Toyota and Proton”. Organization performance, strategic orientation and operational strategy as dependent variable**

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## **Abstract**

The purpose of this study was to determine the mean score difference between Proton and Toyota in term of strategic leadership, operational strategy, strategic orientation and organizational performance. Applying a comparative quantitative case study research methodology, the major objective of the study is to investigate in depth the different aspects, processes and practices employed by these well-known listed performing organizations (in Kuala Lumpur Stock Exchange) for the impact of strategic leadership practices on the operational strategy and performance or their company. The research findings revealed common as well as similarities practices between the companies under the study. The output of this project is a set of best practices for strategic leadership that are followed by UMW Toyota as well as Proton. In the findings of this research and also referring to the literature, several recommendations are made for the best results in the future study.

## **Keywords:**

Strategic leadership, operational excellence, strategic orientation, organisational performance