

Exploring Contemporary Leadership and Management Practices in the Malaysian Context

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Abstract

This research aims to investigate and analyze the current landscape of leadership and management practices in Malaysia, with a focus on understanding the challenges, trends, and strategies employed by organizations in various sectors. As Malaysia undergoes rapid economic, social, and technological transformations, the study seeks to provide valuable insights into the dynamic interplay between leadership styles, organizational structures, and management approaches. This research employs a mixed-methods approach, incorporating both qualitative and quantitative methodologies. Qualitative data will be gathered through in-depth interviews with key industry leaders, executives, and management experts, exploring their perspectives on effective leadership traits, decision-making processes, and organizational culture. On the quantitative front, surveys will be distributed among employees across diverse sectors to gauge their perceptions of leadership effectiveness, job satisfaction, and organizational performance. Key areas of investigation include the impact of cultural diversity on leadership styles, the role of technology in reshaping management practices, and the integration of sustainable and ethical leadership in the corporate landscape. Additionally, this research aims to identify any gaps between traditional leadership models and the evolving needs of organizations in Malaysia. The findings of this research will contribute to the existing body of knowledge on leadership and management, providing practical implications for organizations seeking to navigate the challenges and opportunities in the Malaysian business environment. Ultimately, the study aspires to offer recommendations for cultivating effective leadership and management practices that align with the unique cultural, economic, and social context of Malaysia.

Keywords: Leadership and Management Practices, Challenges and Trends, Organizational Strategies, Effective Leadership Traits, Technology in Management Practices