

STRATEGIC PLANNING AND LEADERSHIP IMPACT IN AUTOMOBILE SECTOR

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Abstract

The relationships between leadership philosophies, innovation, strategic planning, and strategic decision-making in the automobile sector are examined in this study. A mixed-methods approach was employed, using surveys and interviews with professionals in the business. The findings indicate a strong correlation between different leadership philosophies and decision-making techniques, pointing to transformational leadership as a key driver of innovation. The aforementioned study highlights the importance of enhancing creative capacities in the automobile industry through a combination of leadership philosophies and decision-making approaches. Politicians and organizational leaders who want to foster innovation in the industry is also affected by these findings.

Keywords: *leadership styles, strategic decision-making, strategic planning, innovation, automobile sector*

1. INTRODUCTION

In a period of veritable overall monetary disturbance, automakers should be ready to conform to unanticipated natural movements. This guidance may just cover innovation and gear and be discretionary. In reality, it is basic that automakers rapidly and productively rearrange their essential human resources. Supervisors and significant work force should likewise think imaginatively, in an unexpected way, and concurrently to explore this shift. Organizations adjust to changes in the outside climate, and as inner abilities and information develop, these cycles become more troublesome. Indeed, even the worth of information is under risk since it is advancing in structure and kind. Accordingly, authoritative leadership works with the securing of vital abilities and worth.

Long haul direction is expected for vital preparation to change in accordance with moving

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business conditions and other functionally influencing factors. Laying out objectives and search for conceivable outcomes that fit with the mission and vision of an organization is fundamental. Dangers to the firm are recognized through ecological review. Key arranging done well ordinarily gives a benefit. Organizations that enjoy a serious benefit can beat their rivals by controlling expenses and giving unmistakable items that enticement for clients. Consumer loyalty decides execution. Key arranging advances client maintenance, attracts new business, and encourages positive associations. An ideal impression of the item creates more deals and improved results. Authoritative execution and tasks are affected by government strategies.

2. LITERATURE REVIEW

Majeed (2011) said that an organization's piece of the pie influences how well it performs. This is on the grounds that it decides their imminent deals level in view of the quantity of clients that show interest in their items.

According to research by **Mwangi (2008)**, An organization's upper hand hugely affects its portion of the overall industry. Separation, a part of upper hand, supports serious valuing, expanded result, and showcasing correspondence. These elements have an immediate connection with execution.

According to a **Nyaema (2017)** research, The automobile business should continuously be cutthroat in the arrangement of administrations assuming it is to thrive and stay significant in the commercial center. It was tracked down that authoritative culture, innovation, and worker preparing all affected organization intensity. These parts should agree with the auto organizations' brilliant course of action for them to remain cutthroat.

Muchiri (2014) intended to determine the serious strategies used by Kenyan auto part makers. Their utilization of concentration, separation, and cost leadership strategies was shown by the discoveries. These strategies fundamentally worked on their exhibition. To accomplish economies of scale and cost decrease and achieve wanted execution, these associations put areas of strength for an on essential preparation. They understood that to upgrade administration conveyance, they expected to focus on a select gathering of clients and deal particular things that took care of their inclinations and preferences.

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3. RESEARCH METHODOLOGY

Both subjective and quantitative methodologies were utilized in the multi-strategy study's information assortment and examination. Semi-organized interviews with industry partners were led as a feature of the subjective part to look at key direction and leadership ways of thinking. More industry experts were reviewed as a component of quantitative allots to find how vital preparation and development are connected. 100 chiefs, supervisors, and representatives in the auto business partook in the survey. Respondents with relevant information and points of view on industry advancement and vital direction were chosen using deliberate inspecting. Utilizing a purposive example procedure, veterans of the auto sector were chosen. Information examination strategies included topical investigation for subjective information and connection investigation for quantitative information. The total comprehension of the exploration difficulties and ideas for further developed key navigation and auto advancement were made conceivable by the information incorporation. Worries about morals were tended to by informed assent and secrecy. Member accessibility and the review's pertinence to the car business were its primary limitations.

4. DATA ANALYSIS

Table 1: Reliability Statistics

	Items	Cron bach's alpha
Leadership Styles	5	0.751
Strategic Decision-Making	5	0.755
Strategic Planning and Innovation	5	0.856

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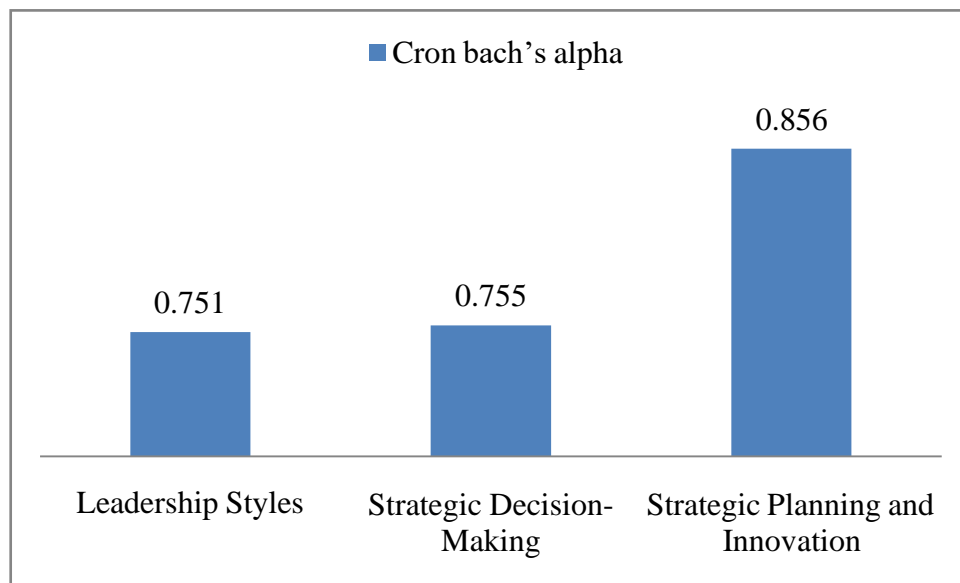


Figure 1: Reliability Statistics

The dependability statistics display the internal consistency of each variable's items. The Cronbach's alpha value for leadership styles is 0.751, suggesting a moderate level of internal consistency among the five components. This implies that the items measuring leadership style are reliable and measure a similar construct. The Cronbach's alpha coefficient for strategic decision-making is 0.755, indicating a reasonable level of internal consistency across the five items. It seems that components of strategic decision-making are also trustworthy. With a higher Cronbach's alpha coefficient of 0.856, strategic planning and innovation were shown to have greater internal consistency across the five components. This demonstrates that innovation and strategic planning are more reliable and consistent than strategic decision-making and leadership philosophies.

4.1. Correlation

In innovation strategy, the correlation matrix shows how leadership types and decision-making styles relate.

	Transformati onal Leadership	Transactio nal Leadershi p	Servant Leaders hip	Data- Driven Decisio n-Makin	Collaborat ive Decision- Making	Innovati on Strategy

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				g		
Transformational Leadership	1					
Transactional Leadership	0.745	1				
Servant Leadership	0.789	0.744	1			
Data-Driven Decision-Making	0.693	0.785	0.814	1		
Collaborative Decision-Making	0.845	0.744	0.956	0.845	1	
Innovation Strategy	0.888	0.658	0.788	0.763	0.953	1

The correlation matrix demonstrates the relationship between leadership styles, decision-making processes, and innovation strategies. The following decision-making approaches have positive correlations: collaborative decision-making (0.845), data-driven decision-making (0.693), servant leadership (0.789), and innovation strategy (0.888). These additional approaches and methods may also be given priority by organisations that support transformative leadership. It can be seen that transactional leadership coexists alongside data-driven decision-making (0.785), collaborative decision-making (0.744), and servant leadership (0.744). The following leadership styles have positive correlations: data-driven (0.814), collaborative (0.956), transformational (0.789), transactional (0.744), and innovation strategy (0.788). Transformational leadership (0.693), transactional leadership (0.785), servant leadership (0.814), collaborative decision-making (0.845), and innovation strategy (0.763) are all in line with data-driven decision-making. Strong positive correlations have been found between collaboration and data-driven decision-making (0.845), servant leadership (0.956), transformational leadership (0.845), transactional leadership (0.744), and innovation strategy (0.953). The results indicate that innovative organisations also exhibit

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these leadership styles and decision-making approaches. The strong positive correlations between innovation strategy and transformational leadership (0.888), servant leadership (0.788), data-driven decision-making (0.763), collaborative decision-making (0.953), and transactional leadership (0.658) support this theory.

5. CONCLUSION

The study looked at innovation, strategic planning, leadership philosophies, and strategic decision-making in the automotive sector. The results highlight the complexity of leadership and decision-making in promoting industrial innovation by demonstrating significant correlations between leadership styles and decision-making methodologies. Innovation was fueled by transformational leadership, which was also associated with data-driven, collaborative, and servant leadership, as well as innovation strategy. These findings suggest that automakers may be more innovative if transformational leadership and other supportive styles and tactics are used.

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