

Research Project

The Role of Leadership in Strategy Execution

The conceptual modeling and the empirical testing of the relationship between leadership and strategy execution are a gap in the academic literature. The strategy execution construct itself is still insufficiently developed in the academic literature. A remarkable effort to model this construct was presented by Oliveira et al. (2019). On the other hand, the studies of the determinants of strategy execution have been published in practitioner-oriented outlets and have not come to propose conceptual modeling nor, therefore, to carry out empirical validation of the relationship between strategy execution and its determinants. This research project will address a determinant of strategy execution – the leadership construct – and will focus on two dimensions of strategy execution – coordination and communication – depicted in Oliveira et al. (2019), in a quest to model substantive relationships between (aspects of) leadership and aspects of strategy execution (coordination and communication) as well as to conduct empirical testing of some of those relationships that come to be proposed.