

Transactional Leadership Style And Strategic Plan Implementation: The Moderating Role Of Organizational Culture

Summary/Abstract: The main objective of this study was to establish the influence of transactional leadership style on strategic plan implementation as moderated by organizational culture in private sugar manufacturing firms. Descriptive and correlational research designs were used. A Structured questionnaire was used to collect primary data from a sample of 144 respondents in private sugar manufacturing firms in western Kenya. Descriptive and inferential statistics were used to analyze data. Findings revealed a significant and positive relationship between the transactional leadership style and strategic plan implementation. Further organizational culture did not moderate the relationship between transactional leadership style and strategic plan implementation. The study recommends for leaders in private sugar manufacturing firms to capitalize on transactional leadership style through rewarding staff who accomplish required goals, specifying standards to be adhered to and intervening when issues arise in order to foster effective strategic plan implementation. The current study contributes to the existing literature as it underscores the value of transactional leadership style in accentuating strategic plan implementation in private sugar manufacturing firms. Further it delves into the moderating effect of organizational culture on the relationship between transactional leadership style and strategic plan implementation.

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