

THE ROLE OF STRATEGIC LEADERSHIP IN START-UP ORGANISATIONS

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Effective leadership is required for an organisation to sustain its operations in the face of problems caused by the chaos, downturn and crisis in the environment. However, when the leaders are not prepared to manage such unpredictable situations, it will negatively impact the organisation's performance. The world is in a massive transition, affecting every market and business organisation. The widely accepted view in the 21st century is that innovation and entrepreneurship are the main forces behind economic development and social transformation. More importantly, start-ups are newly formed and fast-growing entrepreneurship that aim to fill the marketplace gap. Thus, the study seeks to demonstrate the strategic leadership of a start-up business in a crisis, specifically in Sri Lanka. The modern business environment is featured with volatility, uncertainty, complexity and ambiguity (VUCA), which requires transformations for the business organisations. Strategic leadership is concerned about the capabilities of top executives in a business organisation to create a sense of direction in pursuit of high performance. Hence, strategic leaders should appropriately possess adaptive capacity to respond to the dynamics and complexities in the external environment. Therefore, this paper discusses systematic literature review as a methodology for conducting research and offers an overview of different types of reviews. A systematic literature review methodology was employed to clarify the concepts of strategic leadership and crisis to provide an overview of the existing theory. Moreover, this study examines the different perspectives on strategic leadership and how it affects the start-up during a crisis. It thoroughly examined the concept of strategic leadership. The prominence of research is assessed by studying the year of publication, journal of publication, country of study, citation analysis and content analysis of the literature gathered from Google Scholar database of peer-reviewed literature, scientific journals, books and conference proceedings. The result was that leadership with a strategic mindset tried to prompt, facilitate, and accelerate the progress towards sustainability.

Keywords: Crisis, Start-up organisation, Strategic leadership