

RELATING LEADERSHIP, CONTROL SYSTEM AND EMPLOYEE ATTRIBUTES TO SUCCESSFUL IMPLEMENTATION OF THE HORIZONTAL STRATEGY IN CONGLOMERATES

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ABSTRACT

Horizontal strategy is recommended for conglomerates by Porter (1985) for competitive advantage. We argue through a theoretical analysis that collective, participative and transformational leadership will be contributing to the success of horizontal strategy. Horizontal strategy would be facilitated by the use of interactive control system. Also, if the employees of conglomerates have high score on extraversion, conscientiousness, agreeableness & neuroticism, it would contribute positively to the success of horizontal strategy.

Keywords: *Horizontal strategy, Control system, five factor model (employee attributes), Leadership*