

THE IMPACT OF STRATEGIC RESILIENCE ON ORGANIZATIONAL PERFORMANCE IN MALAYSIAN PRIVATE HIGHER EDUCATION

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ABSTRACT

In today's rapidly evolving business environment, organizations must develop strategic resilience to sustain performance and navigate uncertainty. This study examines the impact of strategic resilience on organizational performance, with a focus on the role of leadership support and internal resilience-building practices. Using a quantitative, cross-sectional research design, data were collected from 250 senior managers across large organizations in the manufacturing, finance, and technology sectors. The results indicate that strategic resilience has a significant positive effect on organizational performance, with leadership commitment and proactive resource management acting as critical enablers. The findings offer practical insights for managers seeking to embed resilience into their corporate strategies and provide empirical evidence on resilience as a key driver of sustainable competitive advantage.

KEYWORDS: *Strategic Management, Strategic Resilience, Work Engagement, Organizational Performance, Higher Education*

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