

Strategic Maneuverability Practices and Its Impact on Bumiputera Contractors' Financial Performance in Selangor – A Pilot Study

Nur Aida Binti Hussin ^{a*}, Salina Daud ^b

^a College of Graduate Studies, Universiti Tenaga Nasional (UNITEN), Malaysia

^b College of Business Management and Accounting, Universiti Tenaga Nasional (UNITEN), Malaysia

[https://doi.org/10.35609/gcbssproceeding.2023.1\(16\)](https://doi.org/10.35609/gcbssproceeding.2023.1(16))

ABSTRACT

Strategic maneuverability is a rapidly evolving field of research especially when it is connected to company performance. Earlier research on strategic flexibility began with Gotcher (1977) who believed that long-term planning requires flexibility. In this regard, a company's freedom of movement, its environment, and the quality of strategic control within the company contribute to its flexibility. Some scholars have proposed that in order to deal with strategic disruptions, companies must be strategically agile, able to change their course of action, and maintain competitive advantage. This includes identifying and sensing major opportunities and threats, as well as responding to unexpected environmental changes. However, there are very few studies on the impact of strategic maneuverability toward the financial performance of construction companies, especially among Bumiputera contractors in Malaysia.

Keywords: Bumiputera Contractors, Strategic Maneuverability, Sustainability Performance.