

BECOMING THE MAIN PILLAR OF ORGANISATIONAL SUCCESS: A LITERATURE REVIEW ON THE INTEGRATION OF VISIONARY LEADERSHIP, HUMAN RESOURCE MANAGEMENT STRATEGIES, AND ORGANISATIONAL CULTURE THAT PROMOTES OPTIMAL PERFORMANCE AND SUSTAINABILITY

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Abstract

This study examines the integration of visionary leadership, human resource management (HRM) strategies, and organisational culture as key pillars in driving optimal performance and organisational sustainability. Through a systematic literature review approach, this study examines concepts, theories, and previous research findings that link these three elements in the context of modern, adaptive, and competitive organisations. The results of the study show that visionary leadership plays an important role in providing strategic direction and motivation, while HR strategies focus on developing competencies and empowering employees in synergy with the organisation's vision. In addition, a strong organisational culture that integrates sustainability values supports consistency and innovation in achieving long-term goals. This research provides conceptual and practical contributions as a basis for developing a holistic organisational management model capable of addressing the dynamic challenges in today's global business environment.

Keywords: Visionary Leadership, Human Resource Management Strategy, Organisational Culture, Optimal Performance, Organisational Sustainability, Literature Review.

Introduction

The development of the business world and organisations in this highly dynamic era of globalisation requires organisations to be able to adapt quickly to changes in both the external and internal environment. Organisations can no longer rely solely on physical resources and technology to achieve success, but must also optimise their human resources and build a strong and adaptive organisational culture (Grass et al., 2020). Therefore, the phenomenon of integration between visionary leadership, human resource management (HRM) strategy, and organisational culture is crucial to examine as the main pillars of organisational success and sustainability.

Visionary leadership is a critical aspect in driving an organisation towards ambitious yet realistic long-term goals. The characteristics of this type of leadership include the ability to project a vision of the future, inspire and motivate members of the organisation, and innovate in ways that can take the organisation in a better direction. With visionary leadership, organisations can be more flexible and responsive to