

## STRATEGIC FLEXIBILITY, STRATEGIC LEADERSHIP AND BUSINESS SUSTAINABILITY NEXUS

**Chijioke Nwachukwu \***

Mendel University in Brno and Centre for Multidisciplinary Research and Innovation  
Department of Management, Zemdedelska1, 61300 Brno, Czech Republic.  
cesogwa@yahoo.com

**Hieu Minh Vu**

Faculty of Commerce and Business Administration, Van Lang University 69/68 Dang  
Thuy Tram str. W. 13, Binh Thanh Dist., Ho Chi Minh city, Vietnam  
hieuvu2000@gmail.com

\*Corresponding author

**Abstract:** Strategic leadership promote organizational strategic flexibility and enhance business sustainability. Drawing on the theoretical lens of dynamic capability and contingency theory, a framework of hypotheses is established that focuses on strategic flexibility, strategic leadership and its implications on business sustainability. This research used surveys collected from microfinance banks operating in Nigeria. The results show that strategic flexibility and strategic leadership have a significant influence on business sustainability. Also, strategic flexibility and strategic leadership significantly affect business sustainability indicators of economic, social, environmental and innovation performance. Finally, we found that strategic leadership moderate the effect of strategic flexibility on business sustainability and its indicators. Our findings clarify the role that organisational capabilities (strategic flexibility and strategic leadership) play in enhancing business sustainability, particularly in the emerging market context.

**Keywords:** strategic flexibility, business sustainability, strategic leadership, innovation performance.

**JEL Classification:** L20, M10

**Biographical notes:** Chijioke Nwachukwu is a researcher at the Centre for Multidisciplinary Research and Innovation and a consultant at Censox Business Solutions. He is a research associate at the Department of Management, Mendel University in Brno, Czech Republic. He has over twelve years of industry and teaching experience in Nigeria. His research interest falls within general management, strategic management and entrepreneurship. He holds Doctor of philosophy (PhD) degree in Business Management and Economics from Mendel university in Brno, MBA in Entrepreneurship and Business Competence and Master of Science degree in Management. Dr Chijioke is a Fellow of the Institute of Chartered Accountants of Nigeria and Certified Fraud Examiners, USA. He has several publications to his credit.