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Garden of Knowledge and Virtue

LEADING THE WAY

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LEADERSHIP TRAITS : A STUDY ON THE MALAYSIAN PRIME MINISTER DURING THE PANDEMIC

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BACKGROUND OF THE STUDY

Muhyiddin Yassin , came into office when the country was beset by health, economic and political woes. He took over a government who lost its majority. Without going through a general election his appointment sparked controversy.



'Not the people choice'

'Back door government'

MUHYIDDIN YASSIN THE EIGHTH PRIME MINISTER OF MALAYSIA

Muhyiddin
Yassin imposed a
total lockdown
on his sixth day



LEADERSHIP DURING A PANDEMIC

Leadership effectiveness differs across situations (Hasel, 2013). Requires leadership for trust and support.

People's perception will influence attitude and behavior towards a leader.

RESEARCH OBJECTIVES

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Identification of public perception on Muhyiddin Yassin's leadership qualities during the pandemic

To understand how the leadership role was portrayed during the pandemic in Malaysia

PERSONALITY TRAITS OF A LEADER

Personality traits are related to behavioral disposition.

Among traits : leadership, competence, integrity and empathy (Kinder, 1986)

This study examines the personality traits of the eighth prime minister Malaysia based on a survey and his speeches in 2020

Drawing from studies on presidential leadership , personal qualities of a candidate influenced voting

People learn about a leader's character from direct observation, e.g. political campaign, public debate and media appearances

LEADERSHIP

LEADERSHIP

Leadership is about performance, context and need

Prentice (2004) defined leadership as an accomplishment of a goal through others

Leadership requires power to influence others (Zaleznik, 2004)

Yukl (2002) described leadership as intentional influence exerted in a group or organization

METHODOLOGY

Survey

Speech texts

Sequentially
explanatory
quantitative
qualitative



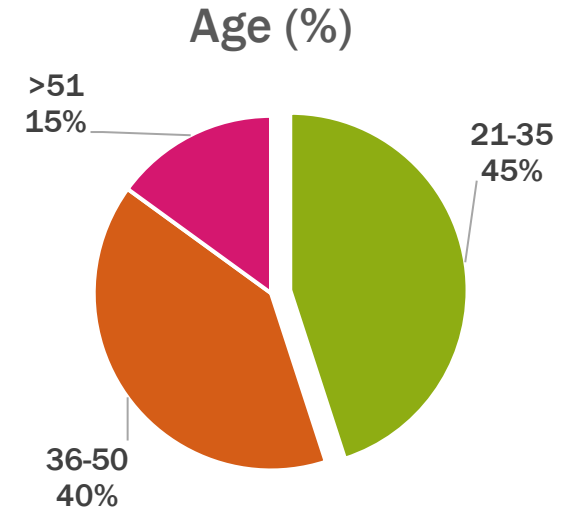
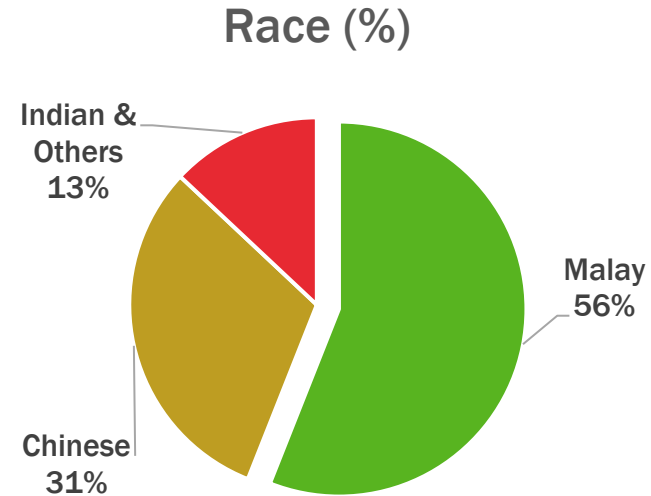
QUANTITATIVE

SURVEY

Face-to-face nation wide in July 2020, five months from the time he took office

Used 13 items, then reduced to four dimensions :

- a) Intrinsic leadership
- b) Administrative leadership
- c) Integrity
- d) Empathy

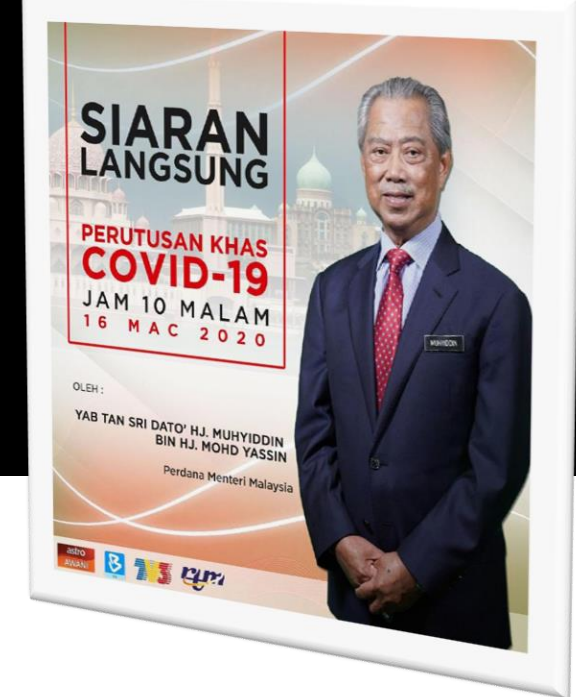


820 respondents across Malaysia

QUALITATIVE

SPEECH TEXTS

speeches used to present their public persona – to secure support for a cause/position. Linking motives expressed and leadership engagement during times in office



This study examined a total of 15 speeches delivered by the PM from March 2nd to July 29, 2020.

Thematic analysis

FINDINGS – LEADERSHIP TRAITS

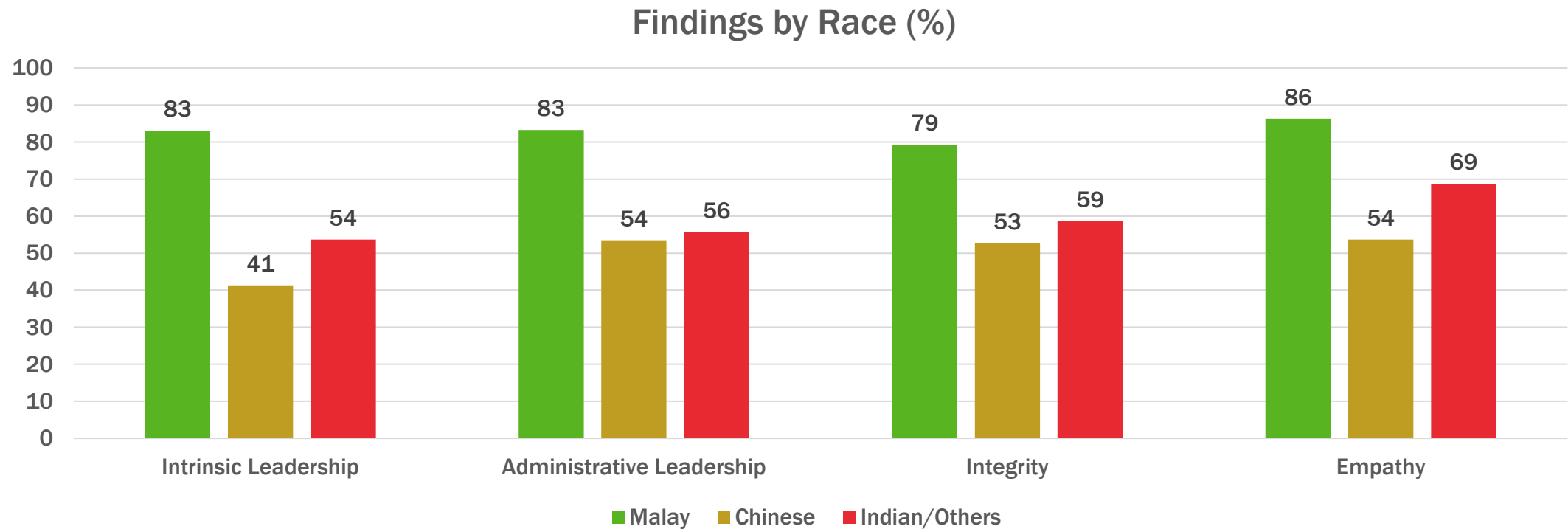
(1/2) (* REVERSE SCORE)

MUHYIDDIN LEADERSHIP TRAITS	MALAYS	CHINESE	INDIAN/ OTHERS
HONEST	84	44	55
VISIONARY	84	41	61
FIRM	81	43	45
PERFORMS	87	49	59
EFFICIENT	87	41	57
TALKS/ACTS*	75	67	58

FINDINGS – LEADERSHIP TRAITS (2/2)

MUHYIDDIN LEADERSHIP TRAITS	MALAYS	CHINESE	INDIAN/ OTHERS
DECISION	84	55	49
CORRUPTION	83	49	57
FAMILY	89	53	61
EXTRAVAGANT*	86	56	58
COMPASSION	89	50	74
TRUST	86	46	63
LIGHTLY*	84	65	69

FOUR DIMENSIONS- BY RACE



FINDINGS

QUALITATIVE

RO2: To understand how the leadership role was portrayed during the pandemic

PATERNALISTIC LEADERSHIP

A paternalistic image was dominant in the text. Showed "knowing what is best for the people".

Paternalistic leadership style earned him the term '*abah* or father' by netizens.

FINDINGS

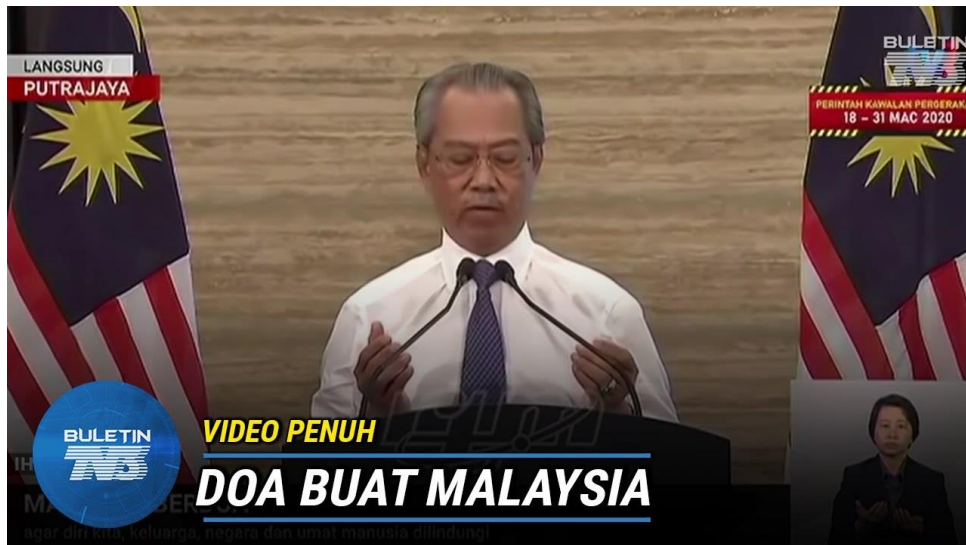
APPRECIATIVE

- Contribution rendered by others represent support to his leadership.
- One way to stay connected with those who have contributed.
- Engender continuous support.

An appreciative leader

FINDINGS

GOD CONSCIOUS



- Acknowledged limit
- Humble
- Hopeful

CONCLUSION

Survey conducted four months in office when Malaysians held high regard on him

He was appreciated for his compassion. Numerous assistance were given out during the pandemic. Hence of the four dimensions, empathy leadership was highest.

Dominant themes from the texts

Portrayed himself as a father figure 'I know what I am doing'. Appreciative to others that denotes support received and a humble trait - God conscious.