

Research Article

Enhancing Corporate Cohesion with Ta'awun through Outdoor Activities for Senior Managers

Suhaimi Mhd Sarif¹, Yusof Ismail²

1. Kulliyyah of Economics and Management Sciences, International Islamic University Malaysia, Kuala Lumpur, Malaysia; 2. International Islamic University Malaysia, Kuala Lumpur, Malaysia

This paper investigates the vital role of outdoor activities in enhancing group cohesiveness among managers, highlighting the need for innovative team-building interventions in the corporate sector. It emphasizes the effectiveness of outdoor activities as team incentives that not only foster a sense of unity and shared purpose among managers but also adapt to different cultural contexts, thereby improving task allocation and team dynamics. Additionally, this study underscores the psychological benefits of outdoor activities, notably in reducing stress and enhancing decision-making skills among leaders. The concept of Ta'awun (cooperation) is explored as a means of building social capital and resilience, particularly in small and medium enterprises. The research concludes that outdoor activities, combined with trust-building, strategic team-building activities, cooperative partnerships, and cohesive leadership, are crucial for the success of teams and the overall performance of organizations across various corporate environments.

Corresponding authors: Suhaimi Mhd Sarif, suhaimims@iium.edu.my; Yusof Ismail, yusof.edu@gmail.com

The importance of outdoor activities in fostering group cohesiveness among managers. This is a kind of interventions to increase group cohesiveness among managers. Interventions specifically targeting team building are essential in the business environment to improve cohesion among team members. Casey-Campbell and Martens (2009) conducted a thorough analysis of the relationship between group cohesion and performance, and they recommended the use of creative team-building tactics. This reasoning is consistent with the findings of Delfgaauw et al. (2022), who, through their natural field experiment, provided evidence of how outdoor activities can serve as excellent team incentives. These events promote

a feeling of cohesion and shared objective among managers, which is essential in modern corporate environments.

In addition, Delfgaauw, Dur, and Souverijn (2020) highlighted the importance of team incentives and task allocations, specifically within the framework of cultural customisation. According to their research, tailoring outdoor activities to cultural settings might enhance work allocation and enhance team interactions, even in heterogeneous groups like those in Malaysia. This viewpoint is supported by Casey-Campbell and Martens's (2009) thorough examination of the literature on group cohesion, which can be used to comprehend the enhancements in team performance in Malaysian organisations. Likewise, Drouvelis, Nosenzo, and Sefton (2017) examined the psychological elements of team incentives and leadership. Their research suggests that engaging in outdoor activities has a dual benefit of reducing stress and improving decision-making abilities in senior managers, which is crucial for effective leadership. The arguments made by Delfgaauw et al. (2022) and Delfgaauw, Dur, and Souverijn (2020) emphasise the significance of incorporating team incentives and task allocations, notwithstanding the difficulties involved in coordinating outdoor activities. These observations emphasise the diverse advantages of these activities in enhancing team unity and performance in the business industry.

Effective interventions in team development are essential for fostering cohesion within corporate team dynamics. Fine and Holyfield (1996) argued convincingly for the fundamental importance of group cohesion, particularly in voluntary organisations. Their research illuminates the intricate functions of secrecy and trust in promoting group cohesion, emphasising their indispensability for the efficient operation of corporate teams. They contend that the intricate equilibrium of disclosing and retaining information within a group might cultivate a distinctive connection, nurturing a feeling of cohesion and objective that is crucial for the triumph of a team.

Expanding on this basis, Kourtesopoulou and Kriemadis (2021) investigated the capacity of Outdoor Management Development (OMD) programmes to enhance leadership and collaborative skills. Their study promotes the deliberate integration of outdoor activities, asserting that this can greatly improve team unity and proficiency in leading others. These activities, which include team-building exercises and leadership challenges in outdoor environments, provide a hands-on and immersive method for enhancing crucial corporate skills, while also promoting a sense of camaraderie and mutual understanding among team members.

Mhd. Sarif's (2015, 2019) research presents a thought-provoking viewpoint on the notion of Ta'awun (cooperation) in relation to the development of social capital and resilience inside small companies. Sarif

underscores the importance of cooperative endeavours and alliances, especially among small and medium-sized firms in the Muslim world. The research emphasises that methods based on Ta'awun not only promote a strong sense of community and cooperation, but also result in long-lasting competitive advantages. This business model prioritises cooperation and shared advantages, which can significantly transform the operations and success of small enterprises.

In their study, Salloum, Jarrar, Mercier-Suissa, Digout, and Azzi (2022) examine the relationship between leadership, team cohesion, and performance in family enterprises. Their research suggests that having strong and unified leadership is crucial for improving the success of family-owned firms. This study highlights the crucial importance of leadership in both guiding the strategic vision of a firm and fostering team cohesion, ultimately leading to improved performance and success.

Ultimately, the collective findings from these research provide a thorough understanding of the crucial significance of team cohesion in diverse corporate settings. Trust, strategic team-building activities, cooperative relationships, and cohesive leadership are seen as crucial factors that contribute to the success of teams and the performance of organisations, ranging from voluntary organisations to family-run corporations.

Conclusion

The combined knowledge gained from the research highlighted highlights the essential importance of team cohesion in the corporate realm. Outdoor activities, when used as deliberate interventions, prove to be effective instruments for fostering group cohesion among managers. The significance of innovative and culturally customised team-building activities in improving group dynamics and performance. These activities not only promote a common goal but also correspond to the many cultural backgrounds of team members, especially in international environments such as Malaysia.

The psychological effects of engaging in outdoor activities illustrate its efficacy in mitigating stress and augmenting the cognitive abilities of senior executives. This is essential for fostering effective leadership inside the corporate realm. Furthermore, the notion of Ta'awun elucidates the significance of cooperative endeavours and alliances in constructing robust economic frameworks, particularly within the realm of small and medium firms.

To underscore the need of unified leadership in family-operated enterprises, establishing a direct correlation with enhanced organisational effectiveness. Their research indicates that effective leadership,

which places a high emphasis on fostering team unity and cohesiveness, plays a pivotal role in the success of these organisations.

Ultimately, the research strongly supports the use of strategic team-building initiatives, such as outdoor management development programmes, to cultivate a united and highly effective corporate culture. The intricate functions of trust, cultural sensitivity, and leadership in these activities highlight their capacity to shape proficient and adaptable teams. Hence, it is advisable for organisations to include these practices into their corporate strategy in order to improve team dynamics and attain long-lasting success in an ever more competitive and diverse commercial landscape.

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