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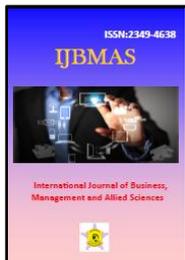
A STUDY ON LEADERSHIP IN THE DIGITAL AGE

Dr.TALLURI SREEKRISHNA¹, KOTESWARA RAO CHILKA²

1Associate Professor, Department of Management Sciences,

R.V.R & J.C. College of Engineering, Chowdavaram, Guntur, Andhra Pradesh, India

2Research Scholar, Dept. of Commerce and Business Administration, Acharya Nagarjuna
University, Nagarjuna Nagar, Guntur, Andhra Pradesh



ABSTRACT

Digital Leadership can be defined by a leader's contribution to the transition towards a knowledge society and their knowledge of technology. Digital leaders have an obligation to keep up with the ongoing global revolution. They must be driven by an attitude of openness and a genuine hunger for knowledge. Today's leaders must have the ability to identify technological trends across different sectors such as big data, cloud computing, automation and robotics. Albeit, they must possess an adequate knowledge and the vision to use these resources to the maximum possible extent. They should know their limits and to know how to acquire missing knowledge. A leader of the future is more like a community manager rather than authoritarian. A myriad studies divulged that a balanced mix of universal characteristics and digital leadership traits has the potential to guide us through years of transformation with optimism and idealism. In this rapid changing LPG scenario, digital technology is transforming politics, businesses, economies and society besides our day to day lives. Against this backdrop, an exertion has been initiated to focus a bird's eye view on the introduction, a critical review and suggestions followed by a logical conclusion.

Keywords: Digital leadership, transformational leadership digitalisation, LPG (Liberalisation, privatisation and Globalisation)

Introduction

Digital Leadership is the strategic use of a company's digital assets to achieve business goals. It can be addressed at both organisational and individual level. At the individual level, digital leadership may be carried out by the CIO. An effective digital leader is always aware of the corporate goals and knows how his or her own job responsibilities support them. At the organisation level with in a specific market place, the digital leader may be a company that successfully takes advantage of its own digital assets to gain and maintain a competitive advantage. They are willing to explore how I.T can be used to help an organisation become more responsive to the customer's needs and changing business requirements. With effective digital leadership, an organisation is able to create works flow and business processes that allow new applications, Products and services to be rolled out quickly

besides maintaining I.T operations at optimum levels. There is an enormous opportunity for CIOs to redefine their roles in business and step forward in assuming the responsibilities of digital leadership. They have access to the technology and the data needed to assume accountability and deliver digital value across the company.

Challenges for Digital Leadership:

1. *Digital transformation and company culture:* The domain of work culture is usually where the biggest amount of rejection or adoption happens in the face of new technologies. Therefore, it is dire need for cross- generational communication and company culture.
2. *Digital transformation and generation change:* Right now Generation z is entering into the workforce in growing numbers. These intelligent and tech- savvy young digital natives have been raised democratically and work most effectively when encouraged to contribute to company processes with their unique experiences.
3. *Digital transformation and HR Management:* In this process, the manager required to attain two new competencies: media competency and intellectual competency.
4. *Digital Transformation and Marketing & Sales:* New products and services as well as the enormous opportunities of big data and social media make abundantly clear how much marketing and sales profit from digitalisation and this is especially true in communication sector.
5. *Digital transformation and communication:* The boom in social media especially leads to new challenges and opportunities in all sectors of internal as well as external corporate communication.
6. *Digital transformation and the organisation:* It mainly depends on two things- how each unit should act to complete the tasks at hand and how each business unit should synchronise with all others.

Thus digital transformation cannot work without the rights leadership and vice- versa.

Suggestions

1. *Lead by example:* If you want your employees to be punctual, make sure, you are on time or even early.
2. *A little humility goes a long way:* Be act like a leader and not a boss.
3. *Communication effectively:* Great leaders make sure that they are heard and understood besides listening.
4. *Keep meeting productive:* If you trust your team to do their job, there should be no need for micromanaging and meetings can run swiftly .
5. *Know your limits:* Set your boundaries and stick to them.
6. *Find a mentor:* No man is an island and can know everything. So finding someone you trust for advice when things get tough can make all of the difference.
7. *Be emotionally aware:* In fact, business is ultimately relationship with people. In order to make good rapport, you need to be emotionally intelligent
8. *Watch out and avoid common pitfalls of Leadership:* Meticulous care to be taken to watch the pitfalls and see that the same will not be repeated.
9. *Learn from the past:* Reckon the adage that ' those who don't learn from the past are doomed to repeat it'
10. *Never stop improving:* Always nota bane that ' knowledge is a ocean and ideas rule the world'. Therefore revamp the knowledge and make updated the digital and technological changes.

Conclusion

Thus, in orders to emerge a successful digital leader, one has to imbibe the epitome of the suggestions as cited supra. In this connection, it is not an out of place to mention here the buzz words of Javier Bablor, Executive V.P of BST Global that "the strength in new technologies lies not in the technology itself but how you use that technology to leverage change and improvements in you business" Therefore, strong leadership and fostering innovation were highlighted as vital components of enabling digital transformation. He suggested certain tips for digital transformation. They are - be digitally intentional; become a digital leader, define your digital strategy; assess your

firms digital readiness; take stock of your digital investments; priorities when change is needed most; invest a landmark profit; foster a strong digital culture; set a common digital language; prepare your people and be agile in your focus. Thus, by and large, it is to be reckoned that '*struggle for the existence and survival for the fittest become the order of the day in this LPG Scenario*'. Therefore, the leaders should be dynamic in this digital age and revamp their scientific and technological skills according to their industrial climate. Then only they will tap the organisations share in the market and competitive advantages. Before epilogue, it is an apt to quote here the buzz words: "when we were a small company, we need to stand on the shoulders of giants to grow up. If I have seen further it is by standing on the shoulders of giants. But copying others cannot make you great. So the key is how to localize a great idea and create domestic innovation" - Pony Ma. " when they trust you, you will get truth. And if you get truth, you get speed. If you get speed, you are going to act" -Jack Welch.

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