

Transformational Leadership in the Digital Era: Navigating Disruptions and Fostering Innovation in Global Enterprises

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ABSTRACT

The advent of digital technology has precipitated a paradigm shift in organizational dynamics, business strategy, and leadership practices. In an increasingly globalized and interconnected market, enterprises must adapt to rapidly evolving technologies, shifting consumer demands, and volatile market conditions. This transformation has placed unprecedented pressure on traditional leadership models, necessitating a re-evaluation of how leaders motivate, inspire, and guide their organizations through complex digital disruptions. This article also considers the interplay between transformational leadership and organizational culture in the digital era. A culture that values innovation, risk tolerance, and adaptive learning can amplify the effects of transformational leadership. Conversely, rigid organizational structures and resistance to change can mitigate these effects. Therefore, a comprehensive understanding of transformational leadership in the digital context must also account for organizational culture, employee engagement, and the strategic integration of digital technologies.

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