

Innovative Leadership in Digital Transformation

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Abstract. This article explores the role of innovative leadership in driving digital transformation within organizations. By analyzing case studies and survey data, the research highlights how leaders can foster an environment conducive to digital innovation. The findings suggest that successful digital transformation is often spearheaded by leaders who embrace change, encourage experimentation, and nurture a culture of continuous learning. This study contributes to the understanding of leadership's impact on technology adoption and organizational change in the digital age.

Keywords: Leadership, Digital Transformation, Innovation, Change Management, Organizational Development

Introduction

Digital transformation is a critical factor in the modern business landscape, requiring organizations to adapt quickly to technological advances. Leadership plays a pivotal role in guiding these transformations, ensuring that organizations not only keep pace with technological change but also leverage it for competitive advantage. This paper investigates how innovative leadership can be a catalyst for successful digital transformation processes. Through qualitative and quantitative analysis, the study reveals key attributes of leaders who excel in this domain. The insights gained offer valuable guidelines for organizations seeking to enhance their digital capabilities.

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