

Transforming Human Resources Policies in the Era of Digital Leadership*

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Abstract

The COVID-19 pandemic has led to a significant increase in the number of digital transactions. This section aims to help digital leaders improve their communication, accuracy, and psychological well-being by implementing new strategies.

Digital transformation has become a more and more relevant concept in the business landscape now it allows businesses to provide more streamlined processes, improve customer experience, increase their efficiency, and gain an advantage over competitors. Leadership is an important side in the process of going digital. Using emerging and prospective technologies, managers should be aware of the benefits digitalization represents to their companies, elaborate a digital plan and guide its implementation by themselves.

This article highlights the importance of the digital transformation and leadership relationship and provides some insights into future digital transformation trends. It provides an invaluable tool for leaders to play an effective role in the digital transformation movement with a wider scope to grab more markets. Moreover, a strategy focuses on the study of new approaches as well as the practical leadership component that communicates a direct connection between the course of transformation and leadership. It will challenge leaders to think more deeply about where the digital transformation and the current trends are leading as well as the essential relation between these two processes. Some implementations that will serve as a guide for leaders on success in the process of digital transformation and how businesses can get an upper hand in the market will be discussed in this article.

Keywords: Digital transformation, Leadership, Business Function, Digital Leadership