Contemporary Management and
DIGITAL DISRUPTION

"Empower Your Organization: Mastering Sustainable Management in the Age of Digital Disruption." Investigate cutting-edge strategies that combine contemporary management theory with digital innovation to achieve peak efficiency and adaptability.

ATTAKRAI PUNPUKDEE

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DIGITAL DISRUPTION

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NARESUAN
University Publishing House

First edition   June 2025

Appreciation

"*Contemporary Management and Digital Disruption*" emerges as a significant publication that effectively elucidates the way digital technologies are transforming management practices. This seminal work provides essential guidance for professionals seeking to excel in the current, highly competitive business landscape. It covers the digital era's many challenges and opportunities.

The book's technical sophistication is matched by their unwavering commitment to ethical management, seamlessly integrating the principles of ethical leadership with the dynamics of digitalization. This synthesis highlights the mutual benefits of innovation and responsibility for organizational success. This book employs a detailed analysis of data analytics, AI, and other digital transformations, presenting real-world examples and thoughtful case studies that demonstrate the authors' profound expertise. Practical interactive exercises further enhance the readers' ability to grasp and apply digital concepts. This book is an indispensable resource for ambitious professionals, offering essential skills to thrive in a world where innovation and ethical responsibility are of paramount importance.

Introduction

"Contemporary Management and Digital Disruption" is a scholarly publication that explores the relationship between traditional management theories and the disruptive influence of digital technology. It focuses on key aspects of contemporary management, including executive leadership, decision-making processes, strategic planning, virtual organizational dynamics, and human resource management. The book equips learners with essential skills to adapt organizational management practices to the evolving digital landscape, emphasizing the critical role of human resources in fostering technological proficiency and organizational resilience.

The book emphasizes the importance of ethical management and digital innovation in responsible leadership and organizational success. It investigates the effects of digital transformations, such as AI, data analytics, and resource allocation, on managerial decision-making and productivity. The book provides a comprehensive framework for professionals to navigate the digital era, emphasizing strategic planning, ethical considerations, data analytics, and technological advancements.

The main course learning objectives (CLOs) include a comprehensive framework for professionals to navigate the digital era, emphasizing the importance of cultivating a digital mindset, striking a balance between technology and human-centric approaches, and using digital technologies to propel organizational growth and innovation. The rubric evaluates knowledge of digital disruption and contemporary management, illustrating how organizations overcome resistance and adopt strategies.

CLO QR code

scoring rubric, and textbook evaluation

Acknowledgement

In the current digital era, "*Contemporary Management and Digital Disruption*" offers a comprehensive framework for scholars to navigate a competitive landscape. A comprehensive examination of the dynamics of the digital age and their practical application in contemporary management practices has received substantial academic recognition. The author has integrated a wealth of feedback and insights to produce a text that is both technically rigorous and dedicated to ethical management. The book is improved by the inclusion of case studies and examples from individuals and organizations, which enhance its relevance and utility. A wide variety of professionals, including educators and learners committed to ethical leadership and digitalization, as well as aspiring leaders, executives, and entrepreneurs, find this book a critical resource. The contributions of all collaborators make this book an essential resource for individuals attempting to navigate the digital era.

Attakrai Punpukdee

Contents

PART

01

Digital disruption affects management overall.

Part 1: Digital disruption affects management overall.

Digital disruption is transforming traditional management practices, requiring leaders to adapt, innovate, and foster resilience within their organizations. Technological innovations like AI, big data, and cloud computing significantly impact business strategies, organizational structures, and competitive dynamics, requiring leaders to adapt and innovate.

Chapter 1 explores digital disruption's challenges and opportunities, emphasizing the need for industries to adopt agile methodologies and manage the transition effectively. It emphasizes the importance of strategic consistency and stakeholder involvement, and the role of leaders in preparing organizations for long-term growth and sustainability.

Chapter 2 transitions into a broader discussion on modern management principles, emphasizing the evolving role of managers in a digitally driven world. Traditional management frameworks are being reshaped to prioritize adaptability, collaboration, and continuous learning. With the rapid globalization and digitization of industries, managers must foster innovation and leverage technology to drive competitive advantage.

Finally, Chapter 3 focuses on the crucial roles of executives in steering organizations through the complexities of the digital era. The rise of data-driven decision-making, digital leadership, and the need for ethical governance underscore the heightened responsibilities executives now hold. As digital disruptions redefine market landscapes, visionary leadership becomes indispensable for maintaining organizational agility and seizing emerging opportunities.

Chapter

1

Managing change in the era of digital disruption.

Lesson Learning Outcome (LLO)

This chapter aims to comprehend the effects of digital disruption on organizations, learn effective change management strategies, and explore technological adaptation techniques.

The digital revolution has disrupted industries, reshaped business models, and reshaped competition. While new technologies threaten traditional practices, they also present opportunities for creativity and differentiation. To navigate this, organizations must understand the impact of digital disruption, manage transitions, ensure strategic consistency, encourage stakeholder involvement, and minimize pushback. By promoting dialogue, transparency, and adaptability, businesses can actively shape their digital destiny, avoiding obsolescence and growth.

Slide of
Chapter 1

Key glossary terms

Digital Transformation integrates digital technology across all business areas, transforming operations and customer value. This transformation used digital tools and technologies to boost efficiency, customer satisfaction, and innovation.

Change Management is A methodical approach to manage organizational goals, processes, and technologies during transitions. Change management in the digital age prepares and supports individuals, teams, and organizations to adopt new digital tools and methods.

Agile Methodology is a flexible, collaborative, customer-focused approach to project management and software development that focuses on small, rapid releases. Agile methods are ideal for managing change and fostering innovation in a fast-paced digital world.

Digital Resilience refers to organizational resilience to adaptation to and recovery from digital disruptions. These include robust cybersecurity, data backup and recovery, and the ability to continue operations despite digital threats and changes.

A Customer-Centric Digital Strategy is a business approach that places the customer at the center of all digital initiatives. This strategy involves using digital tools and technologies to gather customer insights, personalize customer interactions, and enhance customer experiences to build loyalty and drive growth.

Understanding how digital disruption affects organizations

Digital disruption poses a significant challenge to contemporary corporate enterprises, significantly impacting the operations, communication, and tactics of numerous organizations. This systemic shift has called into question the existing market

Chapter

2

Introduction to management

Lesson Learning Outcome (LLO)

      This chapter aims to provide a comprehensive understanding of management's concept, key functions, and the roles and responsibilities of managers.

      In the modern era, management has evolved significantly due to technological advancements and globalization. Effective managers need adaptability, creative thinking, strategic analysis, and diverse teams. Collaborative approaches are preferred, promoting active participation and information exchange. Managers must adopt a continuous learning mindset to optimize information and gain a competitive edge. Leaders must anticipate challenges, foster innovation, and motivate employees towards a shared goal. Executives must embrace innovative concepts, leverage technology effectively, and set ambitious objectives for their organizations to thrive in the digital economy.

Slide of
Chapter 2

Key glossary terms

Digital Disruption is the rapid transformation of traditional business models and management practices due to innovations such as AI, big data, cloud computing, and IoT is a significant trend.

Data Analytics is the involves the process of examining large datasets to uncover hidden patterns, correlations, and insights. In the digital era, data analytics are crucial for informed decision-making, strategic planning, and enhancing customer experience.

Artificial Intelligence (AI) is the simulation of human intelligence in machines programmed to think and learn. AI applications in management include predictive analytics, automated decision making, and enhanced operational efficiency through machine learning and natural language processing.

A virtual Organization is an organization that uses digital technologies to operate without a physical presence. This structure relies on digital communication tools, cloud-based systems, and remote working to enhance flexibility, reduce costs, and increase access to global talents.

Cybersecurity is the practice of protecting systems, networks, and data from digital attack. In the digital era, cybersecurity is essential for safeguarding sensitive information, ensuring business continuity, and maintaining trust between customers and stakeholders.

Contemporary management principles and perspectives

Contemporary management is an ever-changing style of leadership that places an emphasis on flexibility, teamwork, employee agency, the use of technology, long-term planning, and lifelong education. Their goal is to boost morale and productivity in the

workplace by combining tried-and-true methods with cutting-edge ideas. To successfully apply modern management practices, one needs a firm grasp of management theory, the ability to think critically, to adapt to specific situations, and to make well-informed decisions.

Discover contemporary management's essential characteristics

In a competitive environment, modern management emphasizes adaptability, collaboration, employee empowerment, ethics, technological progress, strategic thinking, and continuous learning to boost efficiency and morale. Adaptability helps companies respond quickly to market changes (Gareth & Jennifer, 2019). Managers create cohesive, diverse teams that communicate and share knowledge to solve problems and innovate (Alabed, 2022). Giving employees autonomy and decision-making power boosts job satisfaction and productivity, making them feel valued and motivated to succeed (Phillips et al., 2018).

Managers must prioritize ethics and social responsibility to influence stakeholders such as employees, customers, communities, and the environment. Implementing sustainable practices boosts a company's reputation and fosters long-term prosperity. Technology such as data analytics, automation, and AI enhances efficiency, decision-making, and customer experience (Alabed, 2022). Strategic thinking involves market research, competitor analysis, and capability assessments for data-driven decision making. It aligns with long-term goals and vision. Continuous learning promotes skill acquisition and adaptability, ensuring competitiveness and innovation. Contemporary management, characterized by adaptability, collaboration, employee empowerment, ethics, technology, and strategic thinking, enhances productivity and employee morale (Phillips et al., 2018).

Chapter

3

Executives and management

Lesson Learning Outcome (LLO)

This chapter aims to explore various management levels, understand executive duties and skills, and analyze the challenges they face in managing organizations.

The digital revolution has created a highly competitive and ever-changing business environment, necessitating executives and managers to be experts in data analytics, digital marketing, and technical advancements. They must be visionary leaders who can anticipate market changes and capitalize on them. In today's fast-paced world, executives must drive innovation, optimize operations, and improve customer experience using data-driven insights. They must be flexible, create a welcoming atmosphere, and understand data interpretation and use effectively. Ethical standards, data security, and responsible technology use are crucial for digital transformation. Investing in staff training and career advancement opportunities is also essential.

Slide of
Chapter 3

Key glossary terms

Digital Leadership refers to the ability to effectively lead and manage teams in a digital environment. Digital leaders leverage technology to drive innovation, enhance productivity, and maintain their competitive edge. They possess digital literacy, adaptability, and strategic vision skills.

Agile Management focuses on flexibility, collaboration, and customer centricity. Agile management promotes iterative progress, continuous feedback, and rapid adaptation to change, thus making it highly effective in dynamic digital markets.

Big Data Analytics is the process of examining large and varied datasets to uncover hidden patterns, correlations, and other insights. In the digital era, big data analytics helps organizations make informed decisions, optimize operations, and predict trends.

Cybersecurity Governance is a framework and practice implemented to protect an organization's digital assets from cyber threats. This involves establishing policies, procedures, and controls to safeguard data integrity, confidentiality, and availability.

Remote Workforce Management is a strategy and tool used to manage employees who work remotely. This includes utilizing digital communication platforms, monitoring performance through software, and ensuring engagement and productivity in decentralized work environments.

Introduction of executives and management

Leadership, making decisions, and strategic management are the main points. Discovering successful approaches and strategies for organizational management is the goal of researchers. To maximize output, they study how different leadership styles affect morale, output,

and team dynamics. Among the many topics covered by this area are executive roles, performance evaluation, compensation, organizational leadership, change management, strategic management, and corporate governance. Strategic management entails putting plans into motion, whereas organizational leadership investigates the effects of managerial abilities on organizational culture and performance. Examining the policies, processes, and regulations of a company with an eye toward ethics, openness, and responsibility is the job of corporate governance.

Case study 24

Executive leadership and strategic management (Bonsu, 2019)

Jeff Bezos' strategic management and customer dedication have made Amazon a dominant player in the technology industry. His visionary management has led to Amazon's success in emerging markets such as cloud computing and digital streaming. Amazon's executives plan, analyze, and make decisions to fuel expansion and maintain their competitive edge.

The board of directors' values operations that adhere to ethical standards and transparency. Amazon's upper management has driven significant changes, including the acquisition of Whole Foods Market, the launch of innovative products such as the Kindle e-reader, and the incorporation of Twitch.

Leadership development is a fundamental business practice at Amazon, with executive programs, coaching, and mentoring opportunities for future leaders. Amazon's upper management prioritizes pay and review systems, evaluating executive performance based on business results, customer satisfaction, and operational efficiency.

A valuable case study knowledge expansion contribution

Amazon has become a dominant force in several different industries because of the strategic leadership decisions it has

PART

02

Digital disruption's impact on organizational design

Chapter 4
Digitally disrupted decision-making and planning.

Chapter 5
Organizational structure and design

Part 2: Digital disruption's impact on organizational design

Part Two of this work examines how digital disruption affects organizational design and structures, focusing on decision-making and structural changes. Chapters 4 and 5 introduce how rapid technological advances like AI, big data, and cloud computing are changing business operations. These shifts present unprecedented challenges and vast opportunities for digitally competitive companies.

In Chapter 4, the focus is on how innovation and digital tools are revolutionizing decision-making processes. Traditional decision-making models, once heavily reliant on intuition and historical data, are increasingly being replaced by data-driven approaches that leverage AI and automation. These digital tools provide real-time access to comprehensive information, enabling faster and more informed decisions. Companies that embrace this shift can differentiate themselves by adopting more innovative strategies and making bold decisions that align with rapidly changing market conditions .

Moving into Chapter 5, attention is given to the transformation of organizational structures. The chapter emphasizes that companies must now design more flexible and adaptive frameworks to accommodate the increased reliance on remote work and digital collaboration. Virtual organizations, which operate without a centralized physical presence, are becoming more common. This shift necessitates new approaches to communication, leadership, and project management. The chapter also highlights the importance of agility—how businesses must be capable of rapid adjustments in response to both internal and external disruptions. Together, these chapters underscore the necessity for businesses to rethink not only how they make decisions but also how they are structurally designed. The digital age requires organizations to be more dynamic, resilient, and innovative if they are to thrive in the face of constant technological disruption.

Chapter

4

Digitally disrupted decision-making and planning.

Lesson Learning Outcome (LLO)
This chapter aims to enhance understanding of decision-making processes, diverse types of decisions, their implications, and skills for effective planning and goal setting.

Innovation and digital disruption are transforming organizational decision-making and strategic planning. Companies must adopt a culture of innovation and use digital tools like data analytics, AI, and automation to stay competitive and agile. These tools enable real-time access to information, improved collaboration, and swift response to market and customer changes. Companies can differentiate themselves by trying new things and making innovative decisions. Adopting digital disruptions in planning helps allocate resources, predict market dynamics, and adapt strategies to meet consumer demands. A future-focused mentality enhances innovation and talent retention.

Slide of
Chapter 4

Key glossary terms

Creative Decision-making is Innovative problem-solving that involves thinking beyond conventional norms, embracing ambiguity, and utilizing digital tools and data-driven insights to effectively address complex issues.

Cognitive Bias is Systematic patterns of deviation from rationality in judgment, which can affect decision-making processes. Common biases include confirmation, anchoring, and overconfidence. Recognizing and mitigating these biases is crucial for rational decision making in the digital era.

Data-driven insights utilize data analysis for decision-making. Big data and analytics help organizations identify patterns, predict trends, and make evidence-based decisions to improve strategic planning and operational efficiency in the digital age.

Decision Matrices is A tools used to evaluate and prioritize a list of options based on specific criteria. Decision matrices help organizations assess the potential outcomes of different decisions by comparing the benefits and drawbacks of each option in a structured manner.

The SMART Criteria is A framework for setting specific, measurable, achievable, relevant, and time-bound goals. In dynamic digital environments, SMART criteria help to define and focus planning processes on achievable goals.

Creative decision-making

Creative decision-making is a crucial skill for individuals aiming to influence their chosen fields. It involves deviating from traditional norms and devising innovative solutions to complex problems. The core concept is harnessing one's imagination to produce innovative viewpoints and concepts. Creative decision-making surpasses conventional methods by fostering innovative strategies,

Chapter

5

Organizational structure and design

Lesson Learning Outcome (LLO)

This chapter aims to enhance understanding of decision-making processes, distinct types of decisions, their implications, and skills for effective planning and goal setting.

Organizational structure and design are crucial for achieving objectives and connecting resources, processes, and people within an organization. They align with a company's strategy, goals, and values, using principles like hierarchy, span of control, unity of command, division of labor, and departmentalization. Virtual organizations must adapt their structure to accommodate remote work and digital collaboration, ensuring clear communication, well-coordinated teams, and a consistent company culture. Technology-enabled communication channels, project management tools, and virtual team structures are common in these organizations.

Slide of
Chapter 5

Key glossary terms

Virtual Organizations is Digital organizations that utilize technologies, such as cloud computing, collaboration tools, and video conferencing, to maintain productivity and cohesion across geographically dispersed teams.

Organizational Agility is the capability of an organization to rapidly adapt to market changes and external environments using digital technologies. Agility involves flexible structures, responsive processes, and culture that embraces continuous improvement and innovation.

Remote collaboration tools include digital platforms and applications that enable teams to communicate, collaborate, and manage projects remotely. Examples include Slack, Microsoft Teams, Zoom and Asana. These tools facilitate seamless teamwork, file sharing, and project tracking in virtual environments.

Blockchain in Organizational Design is the uses blockchain technology to create transparent, secure, and decentralized systems within organizations. Blockchain can enhance trust, streamline processes, and reduce fraud in areas, such as supply chain management, contract execution, and data integrity.

Digital Twins is digital representations of a physical object, system, or process used to simulate, predict, and optimize performance. Organizational design uses digital twins to monitor systems in real time, enhance decision-making, and boost operational efficiency through data-driven insights.

Organizational structure and design

Organizational structure and design are crucial for a company's success and effectiveness. They involve the intricate connections and collaboration between departments, employees, and external partners to achieve the company's goals. The structure can

take various forms, such as a flat organizational chart, matrix, functional organization, divisional organization, or traditional hierarchical chart. On the other hand, organizational design aims to enhance efficiency and flexibility through strategic decisions concerning work division, team communication, and resource allocation. Factors such as company size, industry sector, culture, strategy, and technological capabilities heavily influence the organizational structure. A well-defined structure and design positively impact an organization's information processing, decision-making abilities, teamwork, and adaptability to changing circumstances. This section delves into essential elements that contribute to an organization's overall effectiveness and success.

Hierarchy

According to Widhiastuti (2012), the hierarchical structure in organizations is crucial for operational efficiency, as it establishes clear lines of accountability and decision-making authority. This structure delineates roles, responsibilities, and reporting relationships, fostering a more organized work environment. Hierarchies facilitate efficient task delegation, distributing work according to skill sets and expertise levels. They also facilitate comprehensive performance monitoring, allowing managers to track progress and identify bottlenecks.

A well-implemented hierarchical structure streamlines processes, reduces redundancies, optimizes resource allocation, and improves organizational performance. The clear division of authority and responsibility allows quick action, especially in emergencies. Hierarchies improve organizational communication by allowing bottom-up information to reach top decision-makers.

Hierarchical structures in organizations can improve employee retention and performance by facilitating advancement within a defined chain of command. The efficacy of these structures is contingent upon the organizational culture and execution. Organizations frequently implement flatter structures or hybrid models that integrate hierarchical elements with flexible collaborative strategies. A meticulously planned

PART

03

A comprehensive guide to contemporary management

Part 3: A comprehensive guide to contemporary management

Part Three of this book provides an insightful exploration of how management has evolved in the digital age, focusing on essential strategies to navigate a world that is constantly changing due to technological advancements. Chapters 6 to 11 offer a comprehensive guide on human resource management, internal communication, leadership, motivation, and control within the context of digital transformation. These chapters emphasize the integration of technology with traditional management practices to enhance efficiency, innovation, and employee engagement.

In Chapter 6, the book discusses the pivotal role of digital transformation strategies in managing human resources, highlighting the importance of data analytics and AI in optimizing recruitment, training, and performance management. Chapter 7 dives into the necessity of internal communication, underscoring the need for organizations to adapt communication channels and strategies for remote teams and virtual collaboration. Leadership in the contemporary digital era, covered in Chapter 8, requires leaders to be flexible, technology-driven, and able to manage teams through continuous innovation. Chapter 9 presents new motivation strategies, focusing on digital engagement platforms and wellness programs, while Chapter 10 details modern control systems and risk management approaches tailored to the digital era. Each chapter is designed to equip managers with tools to navigate the complexities of a digital-first environment .

Chapter

6

Human resources and digital transformation strategies

Lesson Learning Outcome (LLO)

This chapter aims to enhance understanding of human resource management functions, recruitment, selection, and training processes, and strategies for employee performance and development.

Human resource management has evolved significantly in the digital era, becoming a crucial component of organizations. By leveraging data and analytics, HR managers can optimize talent acquisition, performance management, learning and development, and employee engagement. Automation and AI have improved efficiency, allowing HR professionals to focus on employee development and long-term strategies. With remote work and online collaboration, adopting digital tools is essential. Technology can improve workforce engagement, predict trends, and plan for the workforce, but it's crucial to balance data and ethical concerns.

Slide of
Chapter 6

Key glossary terms

Talent Analytics involves the use of data analysis techniques to manage and optimize talent acquisition, development, and retention. In the digital era, talent analytics involves leveraging big data and machine-learning algorithms to predict employee performance, identify skill gaps, and enhance recruitment strategies.

Digital Onboarding is digital onboarding involves the integration of new employees into an organization through online training modules, virtual company culture introductions, and HR software for efficient administrative tasks.

E-Learning Platforms are digital systems that offer continuous learning opportunities, skill development, and employee tracking in interactive courses, webinars, and virtual classrooms.

Artificial intelligence-powered recruitment tools facilitate the automation of resume screening processes, predict candidate success rates, and conduct preliminary interviews, thereby enabling human resources professionals to concentrate on strategic decision-making and enhance hiring efficiency.

Performance Management Systems (PMSs) are digital tools and software that are used to monitor, evaluate, and improve employee performance. These systems provide real-time feedback, set performance goals, and track progress through key performance indicators (KPIs), ensuring alignment with organizational objectives and facilitating data-driven performance review.

Recruitment and selection

Human resource management encompasses the recruitment and selection processes for identifying, evaluating, and employing

Chapter

7

Internal communication

Lesson Learning Outcome (LLO)

This chapter emphasizes the significance of effective internal communication, learning different communication models and methods, and developing skills to create a communication culture within an organization.

Digital tools have transformed workplace communication, but organizations must balance technology use with face-to-face interactions. Communicating values, purpose, and goals is crucial for diverse participation. Stricter safeguards are needed due to data privacy concerns. Open communication, transparency, and feedback are essential. Data analytics can help businesses assess internal communication, adjust strategies, and improve morale, productivity, and financial outcomes.

Slide of
Chapter 7

Key glossary terms

Digital Communication Platforms, such as Slack, Microsoft Teams, and Zoom, are Internet-based tools that facilitate real-time communication and collaboration within organizations, enhancing efficiency through instant messaging, video conferencing, and document-sharing capabilities.

Internal Social Networks are private, company-specific social networks, exemplified by platforms such as Yammer and Workplace by Facebook, that enable employees to communicate, collaborate, and disseminate knowledge securely within a digital environment.

Asynchronous Communication occurs without simultaneous attendance. Electronic mail, discussion boards, and project management software (e.g., Trello, Asana) facilitate asynchronous communication, enabling employees to respond conveniently and manage their time more effectively.

Enterprise Collaboration Systems are integrated digital platforms that include communication and collaboration tools to support business processes. SharePoint and Google Workspace provide document management, workflow automation, and team collaboration functionalities, respectively.

Cyber Etiquette comprises guidelines and best practices for respectful and effective digital communication. Cyber etiquette encompasses the use of electronic mail, virtual meetings, and digital communication tools to ensure professionalism and efficiency in internal communication.

Importance of effective communication within organizations

Effective communication is critical for an organization's success and functionality. It improves decision-making, employee involvement, and conflict resolution. It fosters collaboration, teamwork,

and information transmission. Transparent and candid communication ensures mutual understanding and resolves misconceptions. It cultivates a culture of reverence and compassion, reducing the likelihood of disagreements escalating into conflict. Effective communication also influences organizational culture by creating a positive, inclusive environment. Employees' ability to engage in effective communication among themselves and with superiors is crucial for a company's success. This capability allows employees to demonstrate adaptability, collaborate effectively, and establish productive relationships with stakeholders. Therefore, it is essential for an organization to have unambiguous and concise internal communications.

Maximizing organizational success through efficient communication

Effective communication plays a significant role in promoting organizational success, as stated by Hargie (2016) in his book "The Role of Communication in Organizational Success." Establishing clear objectives ensures that all members of the company understand their direction, which helps them focus on shared goals (Isa, 2015). This alignment fosters collaboration and innovation among staff members (Temple, 2002; Ku et al., 2013).

Communication also improves decision-making. Data, feedback, and insights improve communication, improving business decisions and organizational goals (Kataria et al., 2013). Furthermore, strong organizational relationships are crucial. Communication builds trust, which boosts collaboration, work culture, and employee engagement. Workers are more committed and enthusiastic when they feel valued (Karanges et al., 2015).

Effective organizational change management requires effective communication. Informing employees about changes reduces resistance and aids transition (Kitchen & Daly, 2002). Organizational success, collaboration, decision-making, trust, employee engagement, and change management depend on effective communication. Technology, software, and innovation improve organizational

Chapter

8

Leadership in the contemporary digital era

Lesson Learning Outcome (LLO)

This chapter aims to comprehend the concept of leadership, explore various leadership styles and approaches, and learn effective leadership and team management techniques.

Strong leadership is essential for businesses to thrive globally and adapt to technological advancements in data-driven societies. Leaders must manage ambiguity, inspire innovation, and use technology effectively to meet customer needs. Digital challenges like cyber risks and data protection must be balanced with opportunities for collaboration and enhanced customer experience. Digital industry leaders must also navigate ethical dilemmas and gain customer and investor trust.

Key glossary terms

Transformational Leadership promotes innovation and influences an organization's future success by inspiring and motivating employees. Transformational leaders enable organizational change by synchronizing a company's vision with their digital transformation efforts.

Digital Natives, individuals who have matured in the digital era and possess proficiency with technology, often an alyze the adoption of innovative technologies within organizations.

Adaptive Leadership is a leadership paradigm that encourages leaders to adapt to dynamic environments and challenges, cultivating a culture of continuous learning and a rapid response to digital disruptions.

Remote Leadership entails the management of geographically dispersed teams using digital communication tools, virtual collaboration platforms, and strategies to maintain team cohesion, productivity, and engagement.

A Digital Transformation Strategy constitutes a comprehensive plan for an organization to leverage digital technologies to enhance business processes and customer experiences and drive innovation.

Leadership styles and theories

This section discusses the importance of robust leadership in today's competitive corporate environment. It discusses various leadership theories and approaches, including transformational, transactional, situational, autocratic, democratic, and servant, to cultivate a positive work culture and adaptability. Leaders must inspire and motivate employees to engage in creative and collaborative thinking, even in the face of technological advancements and external challenges. They must understand various leadership theories to effectively manage teams and organizations in the digital era, which

Chapter

9

Motivation in the digital age

Lesson Learning Outcome (LLO)

This chapter aims to comprehend employee motivation theories, strategies, and skills for creating a positive work environment.

In the digital economy, companies must adapt their employee motivation strategies to meet modern workers' diverse needs. Understanding digital work environments, technology, and employee needs can enhance morale, creativity, and productivity. Virtual work-life balance and digital platforms for recognition and incentives can help employees grow. Traditional motivation theories can be enhanced through digital engagement platforms, wellness programs, analytics, social media, and continuous learning opportunities.

Slide of
Chapter 9

Key glossary terms

Gamification refers to the application of game design principles to non-game contexts to enhance motivation and engagement. This approach can be utilized to motivate employees by incorporating points, badges, and leaderboards into tasks and training activities.

Employee Wellness Programs encompass initiatives aimed at promoting employees' health and well-being. Digital platforms offer virtual fitness classes, mental health resources, and wellness challenges to facilitate work-life balance for employees.

Digital Recognition Platforms are online systems designed to facilitate the recognition and reward of employee achievement. These platforms enable real-time feedback, peer-to-peer recognition, and awarding of digital badges, thereby fostering a culture of appreciation and engagement within the organization.

Remote Employee Engagement refers to strategies and practices aimed at maintaining the connection, motivation, and productivity of remote employees. This encompasses the utilization of digital tools for virtual team building, regular communication, and provision of remote access to resources and support systems.

Continuous Feedback Systems are digital platforms that facilitate ongoing performance evaluation and feedback exchanges between employees and managers. These systems support regular check-ins, real-time feedback, and goal tracking, thereby promoting continuous improvement and alignment with organizational objectives.

Chapter

10

The art of controlling

Lesson Learning Outcome (LLO)

This chapter aims to enhance understanding of control in management, learn performance measurement techniques, and develop skills for corrective actions and process improvement.

This chapter emphasizes the importance of efficient control in modern management, highlighting the use of instruments like stringent control frameworks and performance measurement indicators to identify deviations from protocols. The chapter emphasizes the complexity of control in today's business landscape, particularly due to digital disruption and continuous transformation. It emphasizes the role of risk management in predicting and addressing technology-related issues. To succeed in this complex managerial environment, companies must implement strategies like performance metrics, control systems, risk reduction, and flexible adaptation.

Slide of
Chapter 10

Key glossary terms

Digital Risk Management identifies, assesses, and mitigates digital technology and data risk. Cyberattacks, data breaches, and technology failures have been addressed to protect digital assets and operations. Agile Adaptation is the ability of an organization to adjust rapidly to changes in the digital landscape.

Agile adaptation involves iterative processes, flexibility, and responsiveness, enabling organizations to stay competitive and innovate quickly in a fast-paced digital environment.

Cyber Resilience is the capacity of an organization to withstand and recover from cyber-attacks and disruptions. Cyber resilience encompasses robust cybersecurity measures, incident response plans, and continuous monitoring to effectively protect against and respond to cyber threats.

Predictive Analytics uses data, statistical algorithms, and machine-learning techniques to identify the likelihood of future outcomes based on historical data. Predictive analytics helps organizations anticipate trends, improve decision-making, and enhance strategic planning in the digital era.

Control Systems in Digital Management are frameworks and tools used to monitor, evaluate, and regulate processes and performance in a digital environment. Control systems include digital dashboards, real-time data analytics, and automated reporting to ensure efficiency, compliance, and goal alignment within an organization.

Controlling in management

Management control involves measuring performance, implementing control systems, and evaluating processes to ensure an organization's goals are achieved efficiently. It ensures consistency, adherence, and alignment with objectives. Performance measurements

Chapter
11

Summary of management tools in the digital age

Lesson Learning Outcome (LLO)

This chapter focuses on understanding the impact of contemporary digital tools and technologies on management practices. It aims to develop skills for leveraging digital innovations such as AI, machine learning, and cloud computing to enhance decision-making, productivity, and strategic growth in businesses adapting to digital disruption.

In the digital era, leaders must adapt to technological advancements like AI, machine learning, big data analytics, and blockchain to stay competitive. Utilizing collaboration platforms, data analytics tools, e-learning, and agile management can enhance productivity, decision-making, and innovation. The book "Contemporary Management and Digital Disruption" offers insights on essential technologies and software for modern management strategies.

Digital disruption-era management technologies and tools

Artificial Intelligence and Machine Learning are revolutionizing business operations by automating tasks and enabling intelligent decision-making. AI processes vast data, uncovering strategic insights and improving predictive analytics accuracy. AI-powered tools handle customer inquiries, predict trends, and enhance customer experiences. Big Data Analytics helps businesses analyze large amounts of data in real-time, uncovering hidden patterns. Cloud computing reduces hardware and software investments, enabling efficient data storage and management. IoT connects physical devices for real-time data collection in industries like manufacturing, logistics, and healthcare. Blockchain technology offers a secure, decentralized system for transactions, reducing fraud risk and ensuring regulatory compliance (Higgins et al., 2023; Zheng et al., 2017; Gupta & George, 2016; Gubbi et al., 2013; Marston et al., 2011).

In conclusion, digital transformation technologies like AI, ML, BDA, cloud computing, IoT, and blockchain are revolutionizing businesses by improving decision-making, operational efficiency, and customer satisfaction. As businesses integrate these technologies, they are better positioned to adapt to market changes, drive innovation, and maintain a competitive edge in the digital era.

Author analysis

Digital disruption-era management technologies are giving businesses across sectors the edge in operational efficiency, decision-making, and customer engagement. Businesses that don't adopt these technologies risk falling behind and becoming obsolete. The widespread adoption of these technologies requires professionals to upskill to manage them. Businesses increasingly use AI, big data, and IoT for critical operations, emphasizing data security, privacy, and ethics. Converging technologies create new business models and revenue streams, disrupting industry

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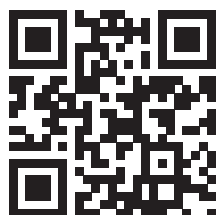
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"EMPOWER YOUR ORGANIZATION: MASTERING SUSTAINABLE MANAGEMENT IN THE AGE OF DIGITAL DISRUPTION."

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