

عنوان مقاله:

Digital Leadership Impacts on Developing Dynamic Capability and Strategic Alliance based on Market Orientation

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خلاصه مقاله:

The in-depth study on the role of leadership especially digital leadership on the creation of strategic alliance and dynamic capability has not being explored. Hence, the purpose of this paper is to examine what are the roles of digital leadership in developing strategic alliance and dynamic capability based on market orientation. We argue that digital leadership behaviors have a stronger influence on the development of strategic alliance to drive dynamic capabilities based on market orientation. A quantitative method is used comprising ۸۸ senior leaders of Indonesian telecommunication. The purposive sampling methods is used with the statistical tool is Smart PLS. The findings confirm the significant influence directly and indirectly between digital leadership and the development of strategic alliance and dynamic capabilities based on market orientation. The study has practical implication to take the priority in developing of digital leadership in enforcing the transformation. the limitations of study could be identified as the sample, time and used statistical tools, hence the further study can be extended in term of sample quantity, time horizon to become longitudinal research.

کلمات کلیدی:

Digital Leadership, Dynamic Capabilities, Strategic Alliances, Market Orientation

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