




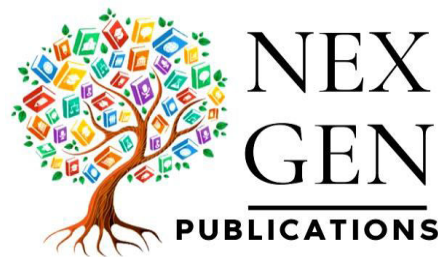
# LEADERSHIP STRATEGIES FOR DIGITAL TRANSFORMATION



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# Leadership Strategies for Digital Transformation



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# Leadership Strategies for Digital Transformation

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First Impression: March 2025

**Leadership Strategies for Digital Transformation**

**ISBN: 978-81-19477-94-4**

**Rs. 1000/- (\$80)**

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Published by:  
Nex Gen Publications

## Preface

The rapid advancement of digital technologies has transformed the way businesses, governments, and societies operate. In this era of continuous digital disruption, effective leadership is crucial for organizations to adapt, innovate, and thrive. Digital transformation is not merely about adopting new technologies; it requires a fundamental shift in strategy, culture, and mindset.

As co-authors of *Leadership Strategies for Digital Transformation*, we have combined our diverse expertise to equip leaders with the knowledge, tools, and insights necessary to navigate the complexities of digital change. This book delves into the key principles of leadership in a digital age, exploring topics such as visionary thinking, agile decision-making, organizational resilience, and fostering a culture of continuous innovation. By drawing from real-world case studies, research findings, and industry best practices, we provide a roadmap for leaders aiming to drive successful digital transformation within their organizations.

The journey of digital transformation is multifaceted and often fraught with challenges. Leaders must be adept at managing change, leveraging emerging technologies, and inspiring teams to embrace new ways of working. Through our collective experience, we highlight strategic approaches to overcoming resistance, optimizing digital investments, and aligning technology initiatives with business goals. Each chapter reflects our shared commitment to providing practical insights that are both actionable and forward-thinking.

As digital transformation continues to reshape industries, the role of leadership becomes increasingly critical. This book serves as a guide for executives, managers, entrepreneurs, and aspiring leaders who seek to harness the power of digital innovation to create sustainable competitive advantages. Our collaboration on this book has been driven by a shared vision: to empower leaders with the strategies they need to successfully navigate and thrive in the digital era.

We hope this book provides you with valuable perspectives and practical strategies to lead your organization toward a future of digital excellence.

## **Acknowledgement**

Writing Leadership Strategies for Digital Transformation has been an incredible journey—one that would not have been possible without the guidance, support, and encouragement of many individuals.

First and foremost, we extend our heartfelt gratitude to our mentors and colleagues, whose insights into leadership and digital transformation have profoundly shaped our understanding of this dynamic field. Their invaluable perspectives have inspired much of the content in this book.

We are deeply appreciative of our families and friends for their unwavering support, patience, and encouragement throughout this process. Their belief in our vision kept us motivated even during the most challenging moments.

A special thanks to our publishers, editors, and reviewers, whose meticulous efforts have helped refine this work into its best possible form. Their feedback and expertise have been instrumental in shaping the final manuscript.

We are also grateful to industry leaders, researchers, and professionals whose experiences, case studies, and contributions to the field have enriched this book. Their work continues to be a beacon of innovation and progress in the ever-evolving landscape of digital transformation.

Lastly, to our readers—thank you for embarking on this journey with us. It is our sincere hope that this book serves as a valuable resource, equipping you with the strategies and insights needed to navigate and lead in the digital era.

With gratitude,

**Dr. Mohsin Shaikh**  
**Dang Van My**  
**Dr.Elizabeth Chacko**  
**Dr. Ila Agarwal**

## About the Authors



**Dr. Mohsin Shaikh** is a MBA and PhD from University of Pune and MA (Public Administration) from University of Madras. He also passed the UGC - NET JRF examination for the award of junior research fellowship. Dr Shaikh has over 25 years of experience in teaching PG students at various management institutes under University of Pune, Shivaji University and Bharati Vidyapeeth Deemed University. He has published research papers in reputed journals and presented papers in various national and international conferences. He is a recognized research guide of University of Pune and 10 students have completed their PhD and 2 students their M.Phil. under his guidance. Dr. Shaikh is an external PhD thesis evaluator at University of Madras, University of Mysore, Bharatiar University, Dr. Babashed Ambedkar Marathawada University, MGM University etc. He is a reviewed at International Journal of Accounting and Information Management (Scopus Q1), SAGE Open, (Scopus Q1), International Journal of Contemporary Hospitality Management (Scopus Q1), and Life member, National HRD Network, National Institute of Personnel Management, Indian Society of Training and Development and Indian Society for Labour Economics.



**Dr. Dang Van My** works at the Marketing Department - University of Finance - Marketing - Vietnam. He has studied and researched at the University of Nantes and University of Rennes - France and the University of Quebec at Montreal - Canada for many years. He has published many articles in domestic and foreign journals on marketing, retail business, service quality and logistics, and has written and published many books

in the field of business and marketing. He is currently working at the University of Finance - Marketing.



**Elizabeth Chacko** (PhD) is currently as Associate Professor at Christ (Deemed to be) University in Bangalore, Karnataka, India. She is a certified POSH trainer, ICC member and CBMA-certified behavioral analyst, Holding a doctoral degree in Management with a specialization in Ergonomics from Banasthali University, Rajasthan, she boasts over 16 years of dedicated experience in educating management students.

Recognized as one of the leading professors in India in July 2023 by BusinessTalkz, Elizabeth is also a certified CBMA Analyst, Inspiring Educator Award 2024, Master Trainer - Pride of India” Award under "DE&I 2024 and a proficient Mendeley expert. Her expertise spans various domains including Training, Ergonomics, Work Stress, Work-Life Balance, Diversity & Inclusion, and General Management.

Passionate about academic advancement, Elizabeth actively participates in conferences, webinars, seminars, Faculty Development Programs (FDPs), and Management Development Programs (MDPs). She is known for her mentorship prowess and has delivered numerous guest lectures across diverse institutions. Her commitment to scholarly pursuits is evident through her publications in reputable journals like Springer and Inderscience, along with her role as a reviewer for Emerald and FIIB.

An active member of professional organizations such as NHRDN, WICCI (Karnataka), AIMS, and MTC Global, Elizabeth has authored a book titled Principles of Management and Organizational



Behavior and Strategic Management which is available on Amazon.

Driven by an insatiable thirst for knowledge, Elizabeth embraces continuous learning and eagerly explores new software and tools. Beyond academia, she aspires to make a meaningful societal impact by raising awareness on topics related to sustainable living. Elizabeth Chacko epitomizes a dynamic educator and researcher dedicated to fostering academic excellence and societal well-being by creating inclusivity.



**Dr. Ila Agarwal** is a distinguished professor in the Teacher Education (B.Ed., M.Ed.) Department at Hindu Degree College, Moradabad. Her journey as a permanent faculty member began in 2001 when she joined NKBMG College, Chandausi. Over the past 24 years, as an educator, Dr. Agarwal is deeply committed to shaping future teachers who will significantly contribute to nation-building. She firmly believes that training future educators is an art that nurtures and refines hidden talents, ensuring that the next generation can make meaningful contributions both personally and professionally. Understanding that students are the backbone of the nation's future, she emphasizes the teachers play crucial role in guiding them. She advocates for a holistic approach to education, ensuring that students receive moral, ethical, and emotional support to become well-rounded individuals. She believes that teachers are not just educators but mentors and counselors who guide students in both their personal and professional journeys. Dr. Ila Agarwal continues to inspire generations of aspiring teachers, ensuring that they are equipped to make a lasting impact on society and

due to her approach and contribution in the field of education she has been awarded "Pride of India" in 2018, again in 2018, "The APJ Abdul Kalam Award", "The Indian Icon Award" in 2024 & in March 2025 Glantor X media portal has featured her amongst 100 powerful personalities of India.

A number of research papers of Dr Agarwal have been published in National and international journals. A poetry book of Dr I Agarwal entitled as "Antarman" has also been published in 2019 by Blue Rose Publication New Delhi. She also holds variety of other important positions like academic Counselor of IGNOU, guest lecturer, external examiner, research guide and many more.

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