

Leadership's Role in Navigating Sustainability and Digitalisation in Enterprise / I. Petrov, V. Samoilenko, I. Kotelnikova, V. Tomakh, N. Bocharova // International Journal of Organizational Leadership. – № 12 (First Special Issue 2023). – P. 165–182.

Team management in the context of digitalisation and related challenges requires new solutions. The aim of the paper was to analyse leadership's role in addressing sustainability and digitalization challenges in enterprise management. The research design consisted of mixed methods, combining qualitative and quantitative data collection methods. This, in turn, provided a comprehensive understanding of the challenges, strategies, and leadership roles associated with sustainability and digitalisation in business management. To achieve the aim of the study, empirical research methods were used - a survey based on a pre-designed questionnaire. The problems of the impact of management decisions on the economic sustainability of enterprises and the peculiarities of the impact of digitalisation on modern management activities were highlighted in the paper. It was proved that leadership had a significant impact on creating a motivating and favourable working atmosphere, which helped increasing the productivity and reduce the staff turnover. The right management decisions become a decisive factor for the formation of overall stability in the working team. It was emphasised that the obtained data indicated that the majority of respondents considered the implementation of sustainability and digitalisation as key elements of modern management. Leadership, in turn, was of great importance in this process, especially in supporting and overcoming the main challenges on the way to enterprise digitalisation. These challenges, such as insufficient resources and technological limitations, require attention in order to ensure the successful implementation of management strategies through the prism of digitalisation. Implications: The practical significance of the obtained results was to build a model of management decision-making, the key principle of which is the emphasis on leadership and the formation of an atmosphere of trust in the team. The conclusions emphasised the relevance of further integration of digital technologies into the sphere of management and decision-making.

Keywords: Digitalisation, Artificial intelligence, Management decisions, Management