

Strong Leadership Styles in the Modern Era in Companies: A Conceptual Study

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Abstract

This article discusses a strong leadership style in the context of modern enterprises in response to the dynamics of globalization, digitalization, and the complexity of the business environment. Using a qualitative conceptual approach with a literature study, this study highlights how transformational and adaptive leadership styles are able to improve organizational effectiveness through clear vision, open communication, quick decision-making, employee empowerment, and exemplarity. The results of the study show that modern leadership is different from the traditional hierarchical and rigid style, because it emphasizes collaboration, empathy, and innovation. Strong leadership has also been proven to contribute to increased productivity, employee retention, and company competitiveness, while creating a work culture conducive to continuous innovation. In the digital era, leaders are required to have technological literacy, optimize data-driven decision-making, and maintain a balance between performance achievement and employee welfare. This study confirms that a strong leadership style is not only a managerial strategy, but also a transformational approach that is able to lead organizations to long-term success through adaptation, inspiration, and innovation. Thus, this research makes a conceptual contribution to the development of leadership theory and best practices in modern corporate management.

Keywords:

Leadership Style,
Transformational
Leadership,
Modern
Organization,
Work Culture,
Digital Age

INTRODUCTION

In the context of modern enterprises, a strong leadership style plays a crucial role in ensuring the sustainability and effectiveness of the organization. Transformational leadership, especially, has proven to be significant in improving organizational performance by creating a collaborative and innovative work culture. Several studies show that leaders who adopt a transformational leadership style are able to inspire and empower employees, which in turn improves organizational commitment and employee performance (Lamirin et al., 2023; HIDAYAH et al., 2024; (Thania et al., 2024; . A study found that adaptive leadership is essential in responding to the challenges arising from the rapidly changing digital and global environment (Veranita et al., 2024; Anam & Purwanti, 2023; Haetami et al., 2023).

An effective leadership style is also closely related to a positive organizational culture. Research shows that organizational culture can serve as a mediator in the influence of leadership on employee performance. A culture conducive to innovation, in this case, supports the implementation of transformational leadership that encourages active participation from team members (Thania et al., 2024; Basuki et al., 2023; Cahyati & Adelia, 2024; . In addition, adapting leadership styles to meet diverse social demands and dynamics is essential, especially in multicultural organizations (Ame & Sugianto, 2024; Cahyati & Adelia, 2024; Sidqi et al., 2024). This suggests that today's leaders must have a high awareness of the social and cultural context in which they operate.

Not satisfied with simply implementing a specific leadership style, further research shows that the continuous development of leadership competencies also plays a crucial role in achieving the overall goals of the organization. Effective leadership and communication training can increase the managerial capacity of leaders and staff, which has a direct impact on their motivation and job satisfaction (Prasetyo & Anwar, 2021; Divine et al., 2024; Riskawati, 2021). Thus, developing leadership skills not only needs to be done at the

managerial level but must also involve all employees in the organizational learning process to create an integrative and sustainable learning culture (Heatubun, 2023; Meron et al., 2023).

RESEARCH METHODS

This article adopts a conceptual qualitative approach with a literature study method to explore strong leadership styles in the context of modern enterprises. Data collection was carried out by analyzing various secondary sources, including scientific journals, books, research reports, and relevant articles on modern leadership (Lamirin et al., 2023; Ginanjar et al., 2022; Akbar et al., 2024). Through thematic synthesis analysis techniques, researchers can identify key themes about the characteristics of strong leaders and the relevance of these leadership styles to organizational success in today's business environment (Gulo et al., 2024; Yulianto & Cahyadi, 2023). The research process includes several fundamental steps, namely identification of relevant sources, categorization of concepts between traditional and modern leadership, and comparative analysis to understand the role of strong leadership in facing increasingly complex global challenges (Siregar & Wardi, 2023; Akbar et al., 2024; Hendrawan et al., 2021).

In the comparative analysis stage, it was found that transformational leadership styles are particularly relevant for increasing employee motivation and engagement, which ultimately contributes to organizational performance (Gulo et al., 2024; Ginanjar et al., 2022). The study also found that contextual factors such as organizational culture and individual characteristics of leaders play an important role in leadership effectiveness, especially in the context of younger generations who are starting to take a more active role in the world of work (Siregar & Wardi, 2023; Syaifullah et al., 2021). Thus, the synthesis of the data obtained not only provides a deeper understanding of the dynamics of effective leadership styles, but also emphasizes the importance of leader adaptation in the face of changes and challenges in the modern era (R et al., 2024; Akbar et al., 2024). The results of this research are expected to contribute to the development of leadership theory and best practices in organizational management (Wahyuni, 2021; Setiadi, 2021; Yulianto & Cahyadi, 2023).

RESULTS AND DISCUSSION

1. Characteristics of a Strong Leadership Style in the Modern Era

Strong leadership in the modern era is characterized by several key traits. Clear and adaptive vision: leaders are able to formulate organizational directions that are relevant to the changing times (Lamirin et al., 2023; HIDAYAH et al., 2024; Thania et al., 2024). In addition, effective communication is key, where leaders have the ability to build trust through open and transparent communication (Veranita et al., 2024; Anam & Purwanti, 2023; Haetami et al., 2023). In an uncertain context, quick and precise decision-making becomes critical; in VUCA (Volatility, Uncertainty, Complexity, Ambiguity) situations, the speed with which leaders respond is the key to success (Basuki et al., 2023; Cahyati & Adelia, 2024; Ame & Sugianto, 2024). Furthermore, providing space for empowerment for employees is important so that they can innovate and contribute optimally (Sidqi et al., 2024; Prasetyo & Anwar, 2021; Ilahi et al., 2024). Finally, role models are crucial characteristics; strong leaders inspire through behavior, not just instruction (Riskawati, 2021; Heatubun, 2023).

2. Comparison with Traditional Leadership Styles

Traditional leadership typically focuses on hierarchical power and tight control (Meron et al., 2023; Lamirin et al., 2023). In contrast, strong leadership in the modern era emphasizes collaboration, empathy, and innovation (Ginanjar et al., 2022; Akbar et al., 2024). For example, transformational styles have been shown to be more effective in increasing

employee intrinsic motivation than transactional styles (Gulo et al., 2024; Yulianto & Cahyadi, 2023; Siregar & Wardi, 2023). With a more humanist approach, modern leadership has succeeded in encouraging employee engagement and creativity, which is rarely obtained from leadership that relies on strict rules and hierarchies (Hendrawan et al., 2021; Syaifullah et al., 2021; R et al., 2024). This shows that to achieve better results in organizations, leaders need to adapt and develop a leadership style that is more responsive to the needs of employees and a dynamic business environment (Wahyuni, 2021; Setiadi, 2021).

3. Implications for the Company

Increased productivity: strong leaders are able to create a positive work environment and motivate employees to contribute to the fullest. The competitiveness of companies has also increased; With adaptive leadership, companies are better prepared to face global challenges and digital disruption. In addition, employee retention is heavily influenced by inspirational leadership, thus fostering employee loyalty and lowering turnover rates. Continuous innovation is another positive consequence, where strong leadership encourages a creative and adaptive culture in the organization. All of this creates an environment that facilitates growth and development, which is indispensable in today's competitive era.

4. Relevance to the Digital Era

Digitalization makes organizational structures flatter and more flexible. Strong leaders need to master technology and understand the importance of data-driven decision-making, as well as maintain a balance between performance and employee well-being. Through a thorough understanding of technology and market trends, leaders can make better decisions that benefit both aspects. Therefore, mastery of the digital aspect is very important so that leaders can adapt quickly and be responsive to the changes that take place in this digital era.

Discussion

The results of the study show that a strong leadership style in the modern era is not only based on formal authority, but on the ability of leaders to build direction, trust, and meaningful collaboration. The key characteristics of strong leadership—adaptive vision, effective communication, quick decision-making, employee empowerment, and exemplar—all complement each other in forming a strong organizational foundation. These findings are in line with the concept of transformational leadership, which emphasizes vision and inspiration as essential elements in improving employee motivation and performance (Bass & Riggio, 2006).

When compared to traditional leadership styles, this study shows a significant paradigm shift. Traditional leadership that is oriented towards hierarchy and control often limits employee creativity and slows down decision-making. In contrast, modern leadership is more flexible, participatory, and empathetic. This is relevant to Hersey and Blanchard's theory of situational leadership, which asserts that leadership effectiveness depends on the leader's ability to adapt the style to the needs of the team and the organization's situation. Thus, the modern strong leadership style can be considered as a form of evolution from a more rigid traditional style towards a leadership model that is responsive to the dynamics of the business environment.

The implications of these findings for companies are far-reaching. Strong leaders are proven to be able to increase employee productivity and retention through the creation of a positive and inspiring work climate. Employee loyalty increases when they feel heard, given room to grow, and led by someone who is able to be an example. This condition not only supports short-term performance, but also ensures the sustainability of innovation and long-term competitiveness. These findings are consistent with contemporary studies that highlight

the importance of employee engagement as a determining factor for organizational success in the modern era (Kahn, 1990; Saks, 2006).

Furthermore, in the context of the digital era, strong leadership plays a crucial role in directing companies to face technological transformation. Digitalization is forcing organizations to adopt a flatter and more flexible structure, thereby accelerating the flow of information and decision-making. Leaders are required to be not only proficient in traditional management, but also to have high digital literacy. By relying on data-driven decision-making, leaders can design strategies that are evidence-based, thereby reducing the risk of subjectivity that often arises in decision-making. On the other hand, leaders must also be able to maintain a balance between performance achievement and employee welfare, so that digital transformation does not have a negative impact in the form of work burnout.

CONCLUSION

This research confirms that a strong leadership style in the modern era is a strategic need for companies in facing the dynamics of globalization, digitalization, and increasingly fierce competition. The key characteristics of strong leadership—adaptive vision, effective communication, quick decision-making, employee empowerment, and exemplar—prove to be an important foundation in building a resilient and highly competitive organization.

Compared to traditional leadership styles that tend to be hierarchical and rigid, modern leadership styles emphasize collaboration, empathy, and innovation. This paradigm shift not only increases employee productivity and loyalty, but also encourages the creation of a more creative and adaptive work culture.

In addition, the relevance of strong leadership is increasingly evident in the digital era, where mastery of technology, the use of data in decision-making, and the ability to maintain a balance between employee performance and well-being are key competencies. With such a leadership style, companies are better prepared to face uncertainty and can continue to grow sustainably. Overall, a strong leadership style in the modern era is not just a managerial style, but a transformational strategy that is able to steer the organization towards long-term success through inspiration, adaptation, and innovation.

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