

LEADERSHIP EFFECTIVENESS IN THE VUCA WORLD**Dr. Meera Uday¹, Mr. C. N. Udayashankar² and Prof. Raju BPG³**¹Professor & Head, MBA (VTU), DBIT, Bangalore²Director, MU Consultancy³Dean, Administration, Don Bosco School of Management, Bangalore**ABSTRACT***"Innovation distinguishes between a leader and a follower" - Steve Jobs**India is one of the TOP 10 largest economies of the world in the recent times and continues to grow to TOP 5 Largest economies of the world.**In this context of gaining International recognition and becoming economic superpower, the business organisations need innovative Leadership with more effectiveness.**In addition, the entire world is embracing immense and unprecedented changes in the technology, business management and every sphere of life around us, viz. VUCA World- Volatility, Uncertainty, complexity and ambiguity. In the current VUCA World, Leadership plays a significant role to adapt to the changes and challenges posed by the dynamic market environment. In this context, Leadership is very crucial to motivate employees and to perform by meeting the market requirements.**The current research paper focus on the challenges posed by VUCA World to the Leaders and their performance with effectiveness to satisfy all the stakeholders.**Keywords: VUCA World- Digitization-Challenges-Leadership-Effectiveness***INTRODUCTION**

Technological disruption is happening in every section of Industry. This kind of disruption signifies the employment of young generation who are well aware of the latest trends in the technology.

We are witnessing drastic changes in technology business and every aspect of management.

This disruptive change is better known as VUCA world-Volatility, Uncertainty, Complexity and Ambiguity.

The new generation employees have different type of thought patterns which are more pragmatic, real and fast paced.

To manage these young minds and also balancing the Millennials becomes challenging for any leader.

Therefore the leader must change his leadership style to suit the current needs of making these young minds more productive.

This current research paper focus on the leadership styles of Senior Managers in the VUCA world and technological disruption.

Few Senior Managers are interviewed to collect the data which is used in the analysis of the responses.

OBJECTIVES AND SCOPE OF THE RESEARCH

1. To analyse the impact of technology in the changing working conditions
2. To find out the work culture and leadership style of an organisation
3. To find the coordination of employees and the leaders as a team

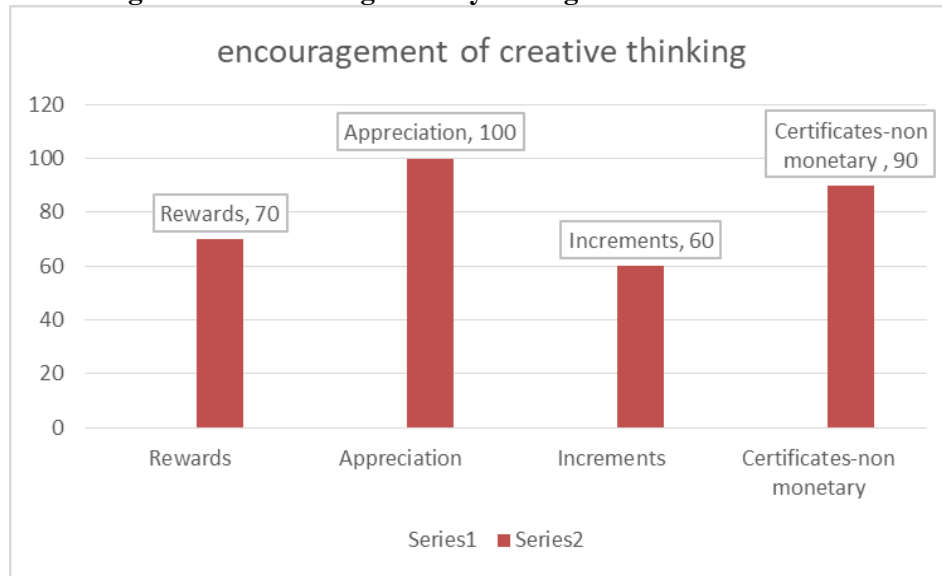
SCOPE OF THE RESEARCH

The current study is based on a survey conducted by the researcher by administering the customised questionnaire to the Leaders of various Industries: Automobile, IT, Education and Service Sectors.

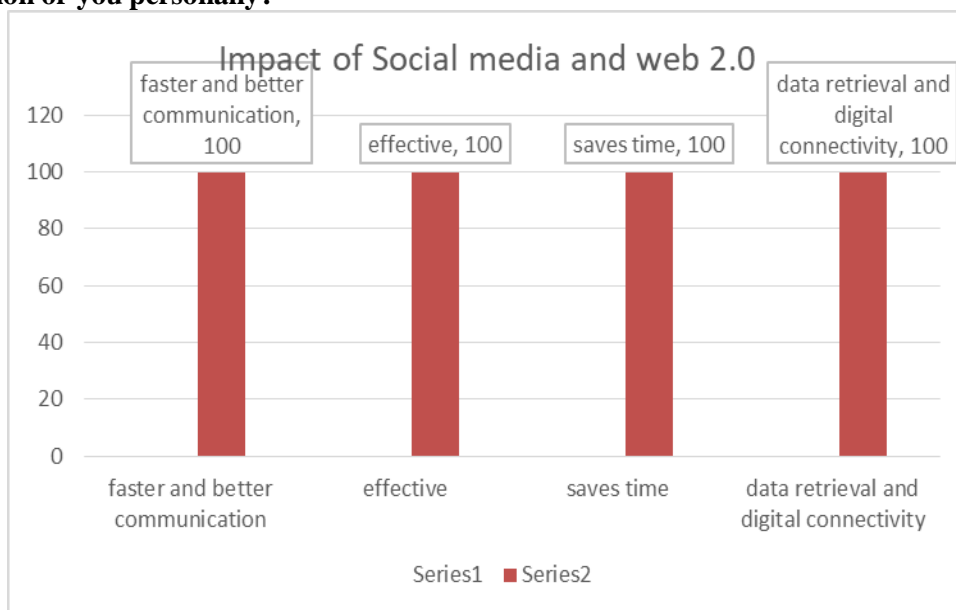
The analysis and findings are based on the data collected from the responses of the Leaders across the Industries.

ANALYSIS

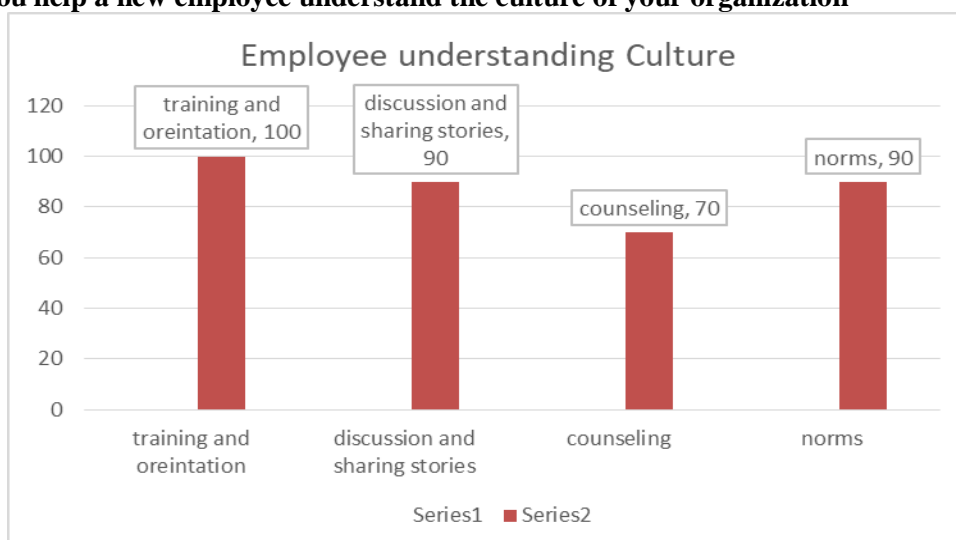
1. How do you encourage creative thinking within your organization?



2. Can you explain the impact, if any, that social networking and Web 2.0 have made on your organization or you personally?



3. How do you help a new employee understand the culture of your organization



4. What will be the situation if a leader's supervision and an employee's working style gets matched?



SALIENT FINDINGS

1. Leaders (respondents) are of the opinion that appreciating employees for their hard work motivates them and it creates a rapport between the Managers and Employees.
2. Employees (especially new generation)needs to be involved more through training, discussions and orientation
3. The technological advancements have helped and enabled the faster and better communication among the Leaders and Employees

CONCLUSION

It is observed from the research survey that in the current changing VUCA World, Leadership faces many challenges and by having a proper discussions across the table with the employees and using the technological gadgets / social media , we can have a better understanding of employees mindset and we can achieve organisational goals in more effective way and also by collaborating with young millennials , we can achieve greater heights of success in an organisation.

REFERENCES

- [https://en.wikipedia.org/wiki/List_of_countries_by_GDP_\(nominal\)](https://en.wikipedia.org/wiki/List_of_countries_by_GDP_(nominal))