



# Leadership and Management in a Digital Tech Store

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# Introduction

- ❑ Managing and leading employees are crucial for every company, and the efficiency of leaders and managers defines organizational outcomes and climate.
- ❑ This paper analyses leadership and management with reference to a digital tech store and using theoretical and comparative analysis of other organizations in the same industry.
- ❑ Understanding their functions, relationship between tangible and intangible aspects, as well as their effect on choices and organizational climate is the aim of this analysis.



# Definitions of Leader and Manager

- ❑ Although leadership and management are two basic concepts, they confront distinct meanings when defined.
- ❑ At its simplest, leadership is mostly an affair of the mind – seeing, motivating and leading. A leader is one who orient change, write vision, and energize people.
- ❑ While, managers are involved in anticipating and coordinating activities to accomplish strategic goals.
- ❑ They help to maintain a continuity of routines in operations of an organization.
- ❑ Such a demarcation is highly significant in an analysis of how these roles facilitate organizational success but in varying ways.

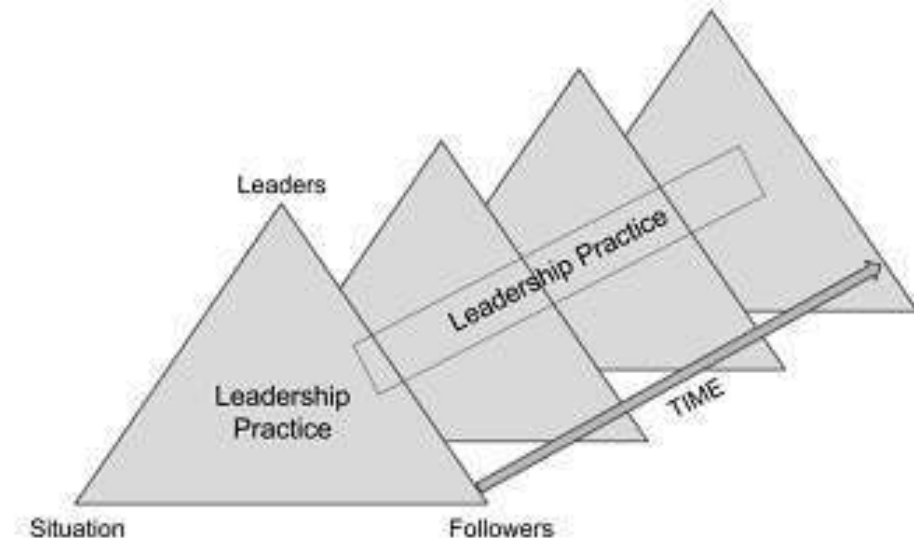


# Hard Skills vs. Soft Skills

- ❑ As important as hard skills, soft skills, such as communication, working on feelings, and understanding others are also crucial. Such skills build, and maintain confidence, cooperation and employee commitment.
- ❑ Effective in soft skills are critical in as they help lead and manage people, solve conflict and cultivate a right work culture.
- ❑ Interpersonal skills represent an essential aspect in interpersonal relationships in the digital tech store to meeting customers' discontentment, drive the employees' performance and ensure that they are in line with the organizational objectives.
- ❑ To effectively analyse the leadership and management, decisions, organisational culture in the digital tech store.
- ❑ Examination of leader and manager theories, comparison with other competing firms selling digital tech stores and assessing the changes in culture and performance.

# Leadership Theories and Their Workplace Application

- ❑ This approach helps to clearly define the expectations of each participant and also to draw responsibilities.
- ❑ In the context of the tech store, a transactional leader may be concerned with selling more products by offering incentives, or by organizing regular appraisals.
- ❑ Though, it helps work towards immediate targets, this style does not evoke heightened employees' participation in the absence of self-motivation.



# Impact on Decision-Making:

- ❑ Stimulates imagination and rational planning and decision making in the long run. Is more oriented at short-term decision decisions and priorities.
- ❑ Enables the provision of porosity, flexibility and adaptability in addressing dynamic activities. Hence, prudent ways to assess the level of effectiveness of these theories is to consider how these theories have been implemented in similar organizations.
- ❑ The organizational culture of a competing digital tech store (Company A) has also been characterized by a change of leadership style to transformational leadership that promotes employee growth and creativity.
- ❑ Team-building exercises, morale booster, and rewards and incentives have earned an exemplary level of workers' cooperation coupled with productivity improvement.
- ❑ This approach has also boosted the status of customer satisfaction because the motivated employees offer their best services.

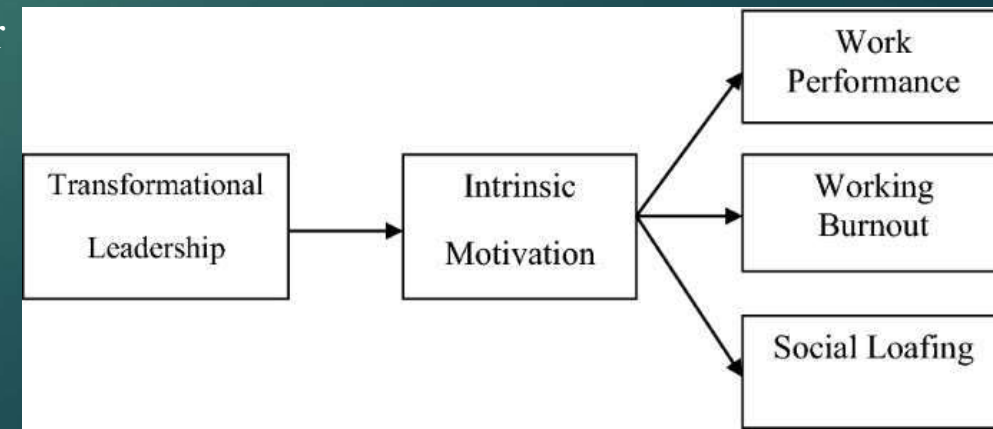


# Comparing Leadership and Management Approaches

- ❑ A similar competitor, Company B organization, uses autocratic leadership, which means that most decisions are made by the leaders.
- ❑ While this approach has been effective in maintaining efficiency as well as adherence to laid down procedures, it has greatly boosted the turnover rate while lowering employee motivation.
- ❑ The emphasize on control over collaboration always inhibits creativity and decreases organizational flexibility in the long-term perspective.
- ❑ However, the digital tech store in question uses transactional and situational leadership strengths. The transactional approach also makes sure that targets and especially the sales targets are met through desired results and rewards.
- ❑ But it often fosters such negative attitudes as a preoccupation with achieving short-term goals disregarding the staff motivation and creativity potential.
- ❑ The situational approach is more flexible, helps to solve the problems that need to be addressed in the specific team.

# Critical Reflection

- ❑ The fact that leadership and management should be in tandem with the goals of an organization is portrayed by the measure that the tech store is undertaking to redesign the employees and customer satisfaction.
- ❑ It proves the organisation concern for its employees through offering expenses on education and including healthcare products for the employees.
- ❑ However, there is no career enhancement within the. Sequence , which can be considered a rather imposing threat. As a result of the limitation, there can be disengagement and higher turnover rates hence the performance and culture.





# Recommendations

- ❑ Promote a culture of transformational leadership and through this create more effective means of attracting and keeping employees.
- ❑ Implement a situational training programme to enhance flexibility for team leaders as an innovation. Rapidly establish long term structures for career progression as a way of achieving its employee motivation and retention strategy.
- ❑ Promote both technical and interpersonal competencies to improve the team's performance.; ensure adequate training of hard and soft competencies to foster the general working capacity of the team. to properly address the career progression path of the workers gives them the morale to work harder and reduce turnover.
- ❑ Another method of retaining employees is offering employment development, boosting leadership training programs or coming up with internal promotions.

# Conclusion

- ❑ In conclusion, the finding of leadership and management theories and their application to decision-making and cultures were that the theories have inevitable effects on decision-making and culture of organizations.
- ❑ Stress on the comprehensive strategy in leadership in relation to management for achievement of positive changes among the employees and the firm.
- ❑ In sum, the leadership and management of organizational culture are preeminent as determinants of organizational performance.
- ❑ Through appreciable and relevant leadership theories, organizations can foster the spirit of the team to perform unbelievably.
- ❑ To maintain success, leadership and management should be in line with organizational goals and strategic direction, culture has to be keenly nurtured, and staff needs have to be met.
- ❑ The findings of this evaluation can be used as directional knowledge to make improvements with regards to leadership and management within the digital tech store, thereby promoting development and sustainability and competitiveness.

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