

# Research on Organizational Innovation and Leadership in the Digital Economy Era

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**Abstract :** With the continuous development of the market economy, the division of labor is gradually refined. In addition, with the development of the Internet, in the context of digital technology, organizations have gradually improved their innovation standards. This situation has caused managers to face new challenges. In the era of the digital economy, the mechanism of corporate evaluation of talents has also changed accordingly. Managers must not only have good quality, but also establish a digital thinking model, improve leadership, and face a more cumbersome competitive environment. The article conducts a theoretical analysis on the organizational innovation and leadership research of the digital economy. The leadership evaluation model in the digital economy era provides a key reference basis for organizations to select high-quality managers.

**Keywords :** Digital Economy Era; Organizational Innovation; Leadership; Research

In the era of the digital economy, due to the openness and globalization of the Internet, talents are the most critical resource for companies to upgrade and transform. The evaluation mechanism of companies is also gradually changing, especially the evaluation of corporate leadership. Therefore, in the fierce market competition, the evaluation of organizational leadership in the digital economy is the result of a variety of factors, and it is also a major issue to fully conduct research on the evaluation of organizational leadership.

## 1. Overview of digital economy and leadership

### 1.1 Digital economy

The digital economy is a new economic form that emerged after the agricultural economy and the industrial economy. It has the characteristics of innovation, fictitiousness, and cross-border type. The digital economy is based on the rapid integration of big data, cloud computing, Internet and other technologies into the past industries. The continuous emergence of high-tech and models has continuously added momentum to economic development and also provided brand new opportunities for the upgrading and innovation of corporate organizations.

### 1.2 Leadership

Leadership was originally proposed by David McClelland. Leadership is a profound distinction between people with outstanding abilities and ordinary abilities at work. They are distinguished according to measured or counted characteristics, such as work motivation, work attitude, and personality. Interests, values, professional skills, behavioral cognition, self-image, etc. Distinguish the staff with outstanding and ordinary performance, re-use high-quality leadership staff, and effectively train those with ordinary ability to give them leadership. What prevails in the current society is performance while worrying is the best. Many managers use performance as evaluation criteria with historical factors and characteristics of the times.

## 2. Leadership evaluation in the era of digital economy

With the in-depth development of economic globalization, in the era of accelerating technological change, the market

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environment has a certain degree of complexity. The competition in most industries around the world has gradually undergone essential changes. The emergence of a super competitive environment has caused companies to face severe challenges. Especially in the past, enterprises have gradually developed from low-end to high- and middle-end, transforming from manufacturing to creation. Therefore, under the super competitive situation, the organizational leadership in the digital economy era focuses on a comprehensive evaluation based on the levels of foresight, cohesion, learning, decision-making, and sustainability.

### **2.1 Forward-looking analysis**

Under the development of the digital economy, the core focus of corporate organization is whether managers have forward-looking development thinking, how to plan the corporate organization strategy from a development perspective based on the current vision of the future. Strategy is a kind of thinking and behavior. For example, Google, Huawei and other companies have product and service awareness thinking and index improvement thinking, which will have the current industry status. It can be seen that in the digital economy era, the foresight of corporate leadership is not only the acumen of automation, networking, and virtualization, but also an insight into the development and transformation of the overall business model, effectively integrating resources and launching a strategic development layout.

### **2.2 Analysis of learning ability**

Innovation is the focus of organizational development, but innovation comes from continuous active learning. Regarding new technologies and new developments in the digital economy, how to use cutting-edge information power and control the situation is one of the important leadership skills for evaluating high-quality managers. Managers need to build a three-in-one and diverse learning system, that is, full-life, all-round, all-weather, and various learning methods, set up their own learning plans, evaluate learning efficiency, and promote the long-term and stable development of the organization.

### **2.3 Analysis of decision-making power**

In the era of digital economy, enterprise organizations must become more specialized, modular, and systematic. How to deal with complex, rapid, and volatile market changes is a huge challenge for managers. Therefore, managers must build big data thinking, build modules, build decentralization and authorization mechanisms through big data technology, and be keen to face the continuous changes in the market.

### **2.4 Sustainability analysis**

In the digital economy situation, the social division of labor continues to be refined and specialized, and new industrial chains and block chain models have been formed one after another. Enterprise managers must be precise in positioning, careful in their main businesses, and continuous innovation. Human resources are the core resources of the enterprise organization. The stable and long-term development of the organization is bound to be inseparable from the construction of the talent team. The management personnel of the enterprise must construct a succession plan to cultivate successors in the enterprise organization. If there is no suitable successor, they will not be promoted. If they are promoted it is necessary to have the idea and thinking of successors, succession planning and strategies, and only cultivate suitable successors to replace one's own position. On the contrary, promotion and long-term retention are not optional.

## **3. Steps to build a leadership model**

The construction of the leadership model must be based on the specific situation and development strategy of the company, and through different methods, such as observation method, research method, interview method, and election method, to obtain the difference between high-quality talents and ordinary personnel.

### **3.1 Clear goals and standardized definitions**

The fundamental prerequisite for building a leadership model is to determine the current hot topics in the development of the enterprise, and to gather the key issues of human resource management, and to clarify the development goals and results of the enterprise. To do this kind of preparation work, it is necessary for the company to conduct in-depth research on the current business, determine corporate culture, strategic development, core values and job requirements, etc., and select appropriate methods to assess and evaluate on the premise of determining relevant issues. The difference between high-quality talents who can meet the above goals and ordinary people, and at the same time put this difference standard in the corporate leadership model construction standard.

### **3.2 Select samples for analysis**

According to the actual needs of various positions, a corresponding number of high-performing employees and low-performing

employees are selected for analysis and research in each position. In the research process, actual ability and quality characteristic information can be obtained through questionnaire survey methods, selection methods, interview methods, and evaluation methods.

### **3.3 Building a leadership model**

After the company uses the above methods to obtain the characteristics of leadership capabilities and data content, it should expand the data classification according to the various levels of the company and the needs of each position to ensure that the ability standards can be accurately defined, the ability levels are distinguished, and the ability and behavior are described in detail. The evaluation standard is the same as the standard of the ability evaluation mechanism at different stages of the same rank.

### **3.4 Clarify evaluation criteria**

After the establishment of the leadership evaluation mechanism, it is necessary to go through the modes of individual sample testing and multiple sample testing to clarify the rationality and effectiveness of the leadership model. Finally, a professional and systematic evaluation of the general capabilities of the organization staff, the core competence of the organization staff, and the evaluation of the professional skills of the staff are carried out, so as to obtain a reasonable leadership evaluation standard for the staff of the organization.

### **3.5 Utilization and correction**

After constructing the leadership model, it is necessary to fully integrate it with the organization's human resource management, and at the same time, to promote the rationality and effectiveness of the leadership model evaluation standards to employees, and establish the correct human resource management for employees under the leadership model situation attitude, eliminate the staff's doubts about the use, so as to ensure the orderly development of the new human resource management.

### **3.6 Feedback and evaluation**

In the human resource management of the leadership model, it is necessary to build an effective evaluation and feedback system for promotion and application. The application of this new model also has corresponding shortcomings. In the implementation process, it is still the same as the previous human resource management model. Conflicts occur, so a comprehensive feedback and evaluation mechanism is very important. It can help business managers find problems in the application of the leadership model, adjust and improve the model during the implementation process, so as to achieve corporate organization. The need for long-term use.

## **4. Conclusion**

To sum up, the article conducts theoretical analysis on the organizational innovation and leadership research of the digital economy. The application of the leadership model makes up for the shortcomings in the traditional human resource management work process, and perfects the methods applicable to managerial positions. Discover the comprehensive literacy of managers, so that managers can enter suitable positions, so as to maximize the value of managers.

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