

DIGITALIZATION PROCESSES, PREREQUISITE FOR ORGANIZATIONAL LEADERSHIP

Petya Slavova¹

Summary:

This article discusses the role and importance of selected aspects in the digitalization of production processes to achieve organizational leadership in the current business environment. The main tools and models used in the organization to improve production and supply chains, as well as the factors influencing organizational leadership are analyzed. The aim of the study is to reveal the trends and challenges for organizational leadership related to approaches to digital transformation of business processes, future attitudes to develop new business models and strategies for development and growth.

Keywords: digitalization; Economics 4.0; organizational leadership; business process management

JEL: L22; M14; O14; O31

¹ Assistant professor Petya Slavova, PhD, Department of Industrial business, University of National and World Economy, Sofia, Bulgaria, petia.slavova@unwe.bg