

## Is Digital Leadership the Ideal Leadership Style for Generation Z- A Theoretical Analysis

**Umma Nusrat Urme**

Assistant Professor, Southeast Business School Southeast University, Dhaka, Bangladesh

**Priyanka Karim**

HR Manager, BRAC James P. Grant School of Public Health, BRAC University, Dhaka, Bangladesh

**Tasnimul Arefin**

Assistant Professor, Department of Fashion Design & Technology, Uttara University, Dhaka, Bangladesh

### **Abstract:**

To retain an employee for a longer period of time in an organization, right style of leadership is crucial. As generation z will be major contributors in the business world over the following years, finding out what kind of leadership style suits them most is vital because learning about these traits can help forecast the direction of leadership in the future, as well as help businesses remain viable and compete in international markets. In this study, twenty-three traits and characteristics of digital leaders has crossmatched with generation z characteristics and expectations. The goal of the current study is to comprehend the leadership viewpoints of Generation Z and the types of leaders they will become in the future as the world becomes more digitalized.

### **Keywords:**

Digital leadership, Generation Z, leadership theories, transformational leadership, workplace values, leadership styles.