

Leadership in the Digital Age: An Emergent Management Perspective in the Face of Business Uncertainty

Author: Leonel Jesús Vargas Duarte, MSc.
National Electric Corporation, S.A. (CORPOELEC) Apure Venezuela

Email: leovadu@gmail.com

ORCID Code: <https://orcid.org/0009-0007-8804-5164>

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ABSTRACT

The bibliographical research entitled "Leadership in the Digital Age: An Emergent Management Perspective in the Face of Business Uncertainty" explores how leadership, from an emergent management perspective, can leverage digital transformation to manage uncertain environments. It focuses on three constructs: leadership in the digital age, emergent management, and business uncertainty, integrating perspectives from Mintzberg, Brynjolfsson and McAfee, and Taleb. The methodology used bibliographic documentary analysis. The results show that Mintzberg (2009) advocates flexible leadership that combines analysis and intuition, ideal for volatile digital environments. Brynjolfsson and McAfee (2014) highlight the redefinition of business models through digitalization, while Taleb (2007) proposes anti-fragility to thrive in uncertainty. Comparisons reveal that digital leadership requires personal agility, organizational transformation, and structural resilience. The discussion underscores that emergent management is key to leading digital transformations but faces challenges in resource-limited contexts. Digital competency training and policies that promote agility are suggested. The conclusions suggest that hybrid leadership, combining flexibility, strategy, and antifragility, transforms uncertainty into opportunities. The study constitutes a theoretical framework that guides leaders in the digital age, promoting resilience and innovation.

Keywords: Digital leadership, emergent management, business uncertainty.

Biographical Summary: PhD candidate in Advanced Management, Universidad Nacional Experimental de los Llanos Occidental “EZEQUIEL ZAMORA” (UNELLEZ). Master’s degree in public management – UNELLEZ. Electrical Engineer – UNEFA. Current professional position: Major Project Manager, Corpoelec, Apure State. Head of Maintenance Engineering, Corpoelec, Apure. Home address: Las Avionetas, 13th Street, House 02-04.