

Leadership and Innovation in the Digital Economy

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Abstract: Economic operation has cycles, and after the international financial crisis, both the world and contemporary China have entered a new round of development cycles. Due to the contradiction between scarcity of resources and endless human desires, competition in economic activities arises. The essence of competition is the competition for resources for survival and development. Enterprise competitiveness essentially refers to the ability of enterprises to compete for resources in the environment. In this context, this article attempts to conduct research on leadership and innovation in the digital economy. To accurately understand its connotation, the core competitiveness of enterprises is the comprehensive integration of multiple technologies and skills. The innovative leadership of this article is discussed from the perspective of innovation, that is, how leaders guide people to constantly innovate. After meeting basic human needs, education and health policies gradually become key factors in improving national productivity and competitiveness policies, which can bring opportunities in products, services, and innovation in the global market. The ability and process to lead and influence team members to achieve goals.

Keywords: Digital economy; Leadership; Innovate

1. Introduction

With the shift of global financial center of gravity to the east, Asian countries will be in a historic period of transition opportunities, and it is expected that the global financial market of the United States, Europe and Asia will be formed. Economic operation has cycles. After the international financial crisis, the world and contemporary China have entered a new development cycle. Because of the contradiction between the scarcity of resources and people's endless desires, there is competition in economic activities. The essence of competition is the competition for resources for survival and development. The competitiveness of enterprises essentially refers to the ability of enterprises to compete for resources in the environment [1]. In order to make enterprises develop continuously, they must have the ability to optimize resource allocation for a long time, that is, they must have their own core competitiveness. Leadership can be described as a combination of a series of behaviors, and these behaviors will inspire people to follow the leadership, not simply obey. According to this definition, we can see that "leadership" not only exists in the environment of enterprise development, we can see leadership at all levels and in all fields, and it is the core of everything we do well [2]. In this context, this paper attempts to study the leadership and innovation in the digital economy. To accurately understand its connotation, the core competitiveness of an enterprise is the comprehensive integration of various technologies and skills, rather than some scattered technologies and skills, which reflects the ability of an enterprise to combine various resources to achieve specific goals. Organizational leaders are facing severe challenges, and the concept of leadership is used more and more. Efficient leadership provides us with the capital to achieve organizational goals and meet various challenges [3]. From the perspective of the future development of enterprises, core competitiveness has the function of opening up potential markets and expanding business areas. The innovative leadership in this paper is to talk about leadership from the perspective of innovation, that is, how leaders guide everyone to innovate constantly, so as to lead and influence the ability and process of team members to achieve their goals.

2. Cultivating Enterprise Leadership

2.1. Learning ability

From the perspective of global economic growth drivers at the demand level, firstly, developed economies need to update their infrastructure and increase investment in new energy, which will comprehensively drive market demand. Under the conditions of a market economy, economic growth

is premised on capital growth, and the strength of capital profitability and its actual profitability are the decisive factors determining economic growth[4]. After the crisis, the low interest rate environment and the revitalization of financial markets will inevitably provide a continuous stream of funds. In the digital economy, if leaders of enterprises learn, but employees do not learn, leadership cannot be effective; Leaders cannot lead employees without learning and absorbing knowledge. Matters that can be effectively regulated by market mechanisms, especially in competitive fields, should be firmly allocated to the market, fully stimulate economic vitality, and further enhance the fundamental role of the market in allocating resources.

In this period of reform and transformation, in which the transformation of economic development mode relies on innovation to effectively achieve stable and rapid economic growth and sustainable development, enterprises need to face a series of challenges from the country, market, industry, and themselves[5]. The complex internal and external factors require innovative leadership and excellent leadership with courage and ability to ensure [6-7]. The boss may be a private boss, or more broadly, an educated senior in a large enterprise. If the boss himself does not receive modern knowledge education, he cannot lead the professionally educated employees below.

2.2. Leaders' Shaping of Corporate Culture

The opportunity to improve the first-time ownership rate of commodities will gradually disappear, but the demand for consumer goods in emerging economies will appear a new phenomenon of "upgrading" from low prices to high-priced brands. China can take advantage of the opportunity to increase technological upgrading and promote economic growth while meeting the demand for high-end consumer goods and investment goods in emerging markets. The seemingly unintentional actions of leaders sometimes even affect the working ideas and methods of subordinates. Zhang Ruimin of Haier Group reluctantly smashed 70 unqualified refrigerators with a hammer [8]. This move, not to ask his subordinates to smash all the unqualified products, but to educate his employees through this matter, or not to do it, to fight for the first place, and the quality problem must not be underestimated. Enterprise culture, which includes the superficial material culture and the deep spiritual culture, is the lifeline to carry out all the work of enterprises. The behavior culture of enterprise leaders should include the following contents in cultivating leadership, as shown in Figure 1.

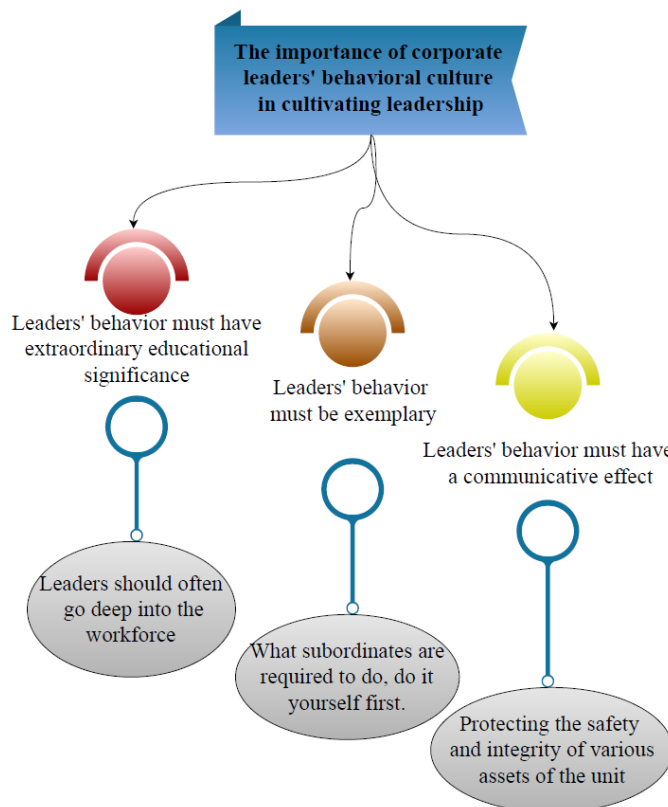


Figure 1: The main content of business leaders' behavior culture in cultivating leadership.

All matters decided independently by enterprises shall be handed over to enterprises. In particular, it is necessary to further deepen the reform of the investment system, truly establish the main position of enterprises as investors, and return the right to enterprises, with investors making decisions independently, taking risks and taking responsibility for their own profits and losses [9]. In the past decade, the world economic and political structure has entered a period of continuous turmoil and adjustment. Under the complicated and changeable situation at home and abroad, China's development is increasingly constrained by internal and external factors. Therefore, leaders should often go deep into the masses of workers, and do so when the enterprise is prosperous, and even more when the enterprise encounters difficulties [10]. Under the condition of digital economy, some leaders only know to sit in the office and listen to the report for a long time, and the employees below never see him, which will inevitably lead to self-interference.

3. Strategies for Promoting Innovative Development of the Digital Economy

3.1. Adhering to the Scientific Outlook on Development and Government Macroregulation

When implementing various innovative strategies by regional governments to promote regional economic development, it is necessary to take the "Scientific Outlook on Development" as the guiding principle and carry out effective macroeconomic regulation. The relevant staff must comprehensively focus on the utilization of regional resources, ecological environment protection, and the promotion of traditional culture, and cannot blindly prioritize the development of regional economy as the focus of government work. Carefully clean up the current approval matters, and all matters that belong to market regulation and enterprise management decision-making should be entrusted to the market and enterprises for resolution, and the delegation of power to enterprises should be relaxed [11-12]. Simplify the procedures for establishing and changing enterprises, and implement "lenient entry and strict management". Clean up the list of government approved and approved projects, and establish a mechanism to prevent disguised approval.

The arrival of the knowledge economy era has made more and more work based on knowledge, and these jobs are difficult to use the traditional separated departmental system for division. Work is no longer composed of repetitive behaviors, but is composed of mutual communication and data between individuals. From a humanistic perspective, high performance implies value, trust, authorization, coordination of work, and close connection with external communities through the participation of external stakeholders. Be a performance-oriented leader. Firstly, it is necessary to clarify the target performance. After meeting basic human needs, education and health policies have gradually become key factors in improving national productivity and competitiveness policies, which can bring opportunities for products, services, and innovation in the global market.

3.2. Break the traditional regional system

In the process of market economy development, its management concept is relatively backward, and it is mainly based on the protection system of protecting local enterprises and restraining foreign enterprises. This traditional regional system, to a certain extent, restricts the injection of foreign capital, which is not conducive to the innovation of local enterprises, but also to the development of regional market economy. The breeding and spread of corruption not only aggravated the exploitation of the people, reduced the efficiency of the party and government organs, and increased the economic cost of governance, especially it also damaged the image of the party and government in the eyes of the people, brought hidden dangers of political risks and increased the political cost of governance. China's original industrial structure has seriously hindered the requirements of China's innovation and development, and needs to be adjusted in time. In this regard, China's innovation strategy for digital economy can be implemented mainly from three aspects, as shown in Figure 2.

People are gradually realizing that economic and social policy tools, such as market mechanisms, public education and social network support, open sources, solutions, and user generated content, need to be integrated into environmental policies in order to create job opportunities and promote the exchange of knowledge, technology, and services. Establish a new and progressiveness system to promote the opening of regional markets, effectively inject foreign capital, and develop industries in line with the actual situation of the region. Reuse the power of constantly developing knowledge and technology to promote industrial development, thereby driving the development of regional economy.

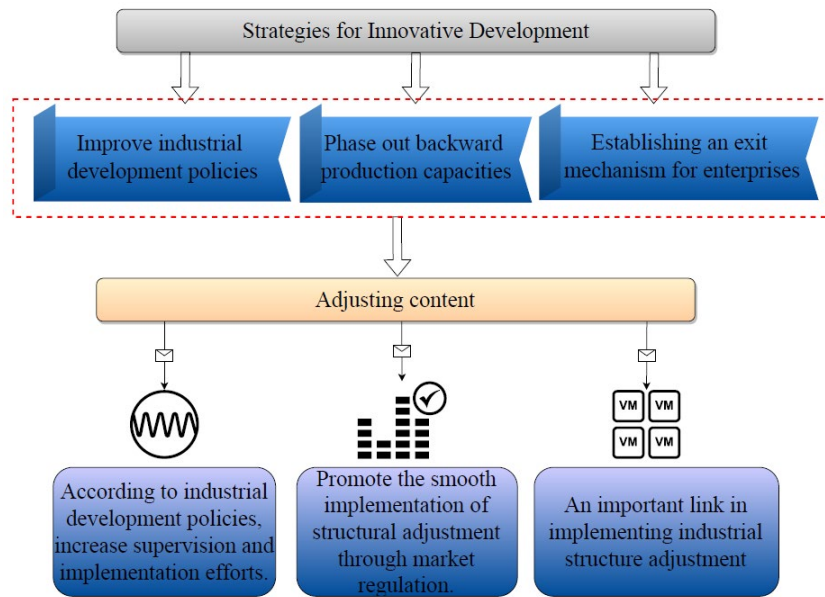


Figure 2: Strategy for Implementing Innovative Development in the Digital Economy

3.3. Increase investment in human capital

For enterprises, we must first establish a strong sense of independent innovation and put innovation in the most important position of enterprise strategy. Whether an enterprise is willing to innovate depends on whether innovation can bring benefits to the enterprise, and the driving force of enterprise innovation lies in competitive pressure and market demand. Therefore, only by giving full play to the decisive role of the market in resource allocation, fully establishing the dominant position of enterprises in technological innovation, and making enterprises truly become the main body of innovation decision-making, R&D investment, scientific research organization and application of achievements, can the innovation initiative of enterprises be stimulated. For Chinese enterprises with weak overall strength, it is difficult to survive in the increasingly fierce domestic and international market competition without taking the road of innovation.

Adhere to the "people-oriented" development concept, focus on the promotion of human resources to science and technology and economy, and actively organize various human resources training activities to improve the quality of human resources. The question now is not only whether to change the mode of economic development, but more importantly, how to change the mode of economic development and from what aspects. By completely or partially replacing physical products and services with virtual products and services, the demand for energy and raw materials is reduced through dematerialization of human activities and exchanges, so that human resources can give full play to their subjective initiative and contribute to the development of regional markets, thus promoting the development of regional economy.

4. Conclusions

Innovation should be based on institutional mechanisms and carried out from top to bottom. Whether it is a government, enterprise, or social organization innovation leader, they should not only wave the banner of innovation, nor just establish innovation and development departments and technology centers within the institution, but also realize that practical execution is more important. The article studies leadership and innovation in the digital economy, and an innovative organizational culture environment is the key to success. We should rebuild an innovative organizational culture by emphasizing innovative leadership. Innovation first requires creating a culture and atmosphere that nurtures innovative thinking, and mobilizing individuals to actively leverage their strengths within the organization. To achieve sustainable development of the organization and remain invincible in competition, an excellent leader is not enough. It should be recognized that leadership is not simply a personal quality, but rather a job skill. Leaders must pay attention to the cultivation of their successors, so that excellent leadership always becomes a driving factor for organizational success, that is, the inheritance of leadership. Accelerate the pace of strategic innovation in talent development, deepen the

reform of the education system, cultivate high-quality talents, and achieve the value-added of China's human resources. By promoting innovation in the distribution system and personnel system of the digital economy, as well as innovation in corporate culture, we will further improve and improve the talent incentive mechanism, creating a favorable environment for talent development and attracting and retaining talents.

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