

Leading People in a Digital Era: A Theoretical Study of Challenges and Opportunities of Online Networking Platforms

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Abstract : Times where leaders communicate mainly while walking along the hallways have passed away. Currently, millennials, people that were born between the early 1980s and the early 2000s, extensively use applications based on Web 2.0 model that assumes content creation and edition by all Internet users in a collaborative fashion. Leaders who are willing to engage their subordinates in a digital era, increasingly often use above-mentioned applications. This paper discusses challenges and opportunities that are related to leaders' online networking. First, online networking-related terms that appeared in literature are analyzed. Then, types of online networking platforms for leaders and ways how these platforms can be used are discussed. Finally, several trends in online networking studies and extrapolation of some findings to leadership are explained.

Keywords : social media, digital era, leadership, online networking

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