# INDICATOR OF THE DIGITAL LEADERSHIP SKILL

Hemwadee Kaiyai[1], Sanya Kenaphoom[2] and Sakunthai Pommarang[1]
[1]Loei Rajabhat University, THAILAND
[2]Rajabhat Maha Sarakham University, THAILAND
zumsa_17@hotmail.com (Corresponding author)

**ABSTRACT**
Comprehending the markers of digital leadership competencies is imperative for enterprises seeking to prosper in the digital era. These competencies, which include adaptability, strategic vision, digital literacy, and cybersecurity awareness, give leaders the ability to promote innovation, drive change, and keep a competitive edge. Organizations can better navigate technological disruptions and ensure sustainable growth by identifying and cultivating these competencies. The results found that the indicator of digital leadership skills consists of (1) Digital Literacy: Understanding digital tools, technologies, and platforms, and their applications in the business context. (2) Strategic Vision: The ability to foresee and plan for future digital trends and innovations. (3) Adaptability: Willingness and ability to adapt to new technologies and digital practices. (4) Collaboration and Communication: Leveraging digital tools to enhance teamwork, communication, and stakeholder engagement. (5) Data-Driven Decision Making: Utilizing data analytics and insights to inform strategic decisions. (6) Innovation and Creativity: Encouraging and implementing innovative solutions through digital means. (7) Cybersecurity Awareness: Understanding and implementing measures to protect digital assets and data privacy. (8) Change Management: Leading and managing digital change initiatives within the organization. (9) Customer-Centric Focus: Using digital tools to enhance customer experiences and engagement. (10) Agility and Flexibility: Responding quickly and effectively to digital disruptions and opportunities.
**Keywords:** Indicator, Digital Leadership, Skill

**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.