

The Influence of IT Leadership on Business Continuity: Analysis of the Role of Digital Governance in Increasing Company Competitiveness

Pengaruh Kepemimpinan TI terhadap Kelangsungan Bisnis: Analisis Peran Tata Kelola Digital dalam Meningkatkan Daya Saing Perusahaan

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ABSTRACT

This research aims to explore and analyze the influence of leadership in Information Technology (IT) on company business continuity with a focus on the role of Digital Governance in increasing competitiveness. Using qualitative literature study methods, this research details the background to the importance of digital transformation in the modern business context, as well as investigating the key role played by IT leadership in guiding organizations towards digital success. The data and research objects involve analysis of texts and scientific literature that includes various sources and frameworks related to IT leadership and Digital Governance. It is hoped that the results of this research will provide a deeper understanding of how effective IT leaders can influence a company's business continuity through the application of Digital Governance principles, which in turn will increase the company's competitiveness in the digital era.

Keywords: IT Leadership, Business Continuity, Digital Governance, Company Competitiveness, Digital Transformation.

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi dan menganalisis pengaruh kepemimpinan di bidang Teknologi Informasi (TI) terhadap kelangsungan bisnis perusahaan dengan fokus pada peran Tata Kelola Digital dalam meningkatkan daya saing. Dengan menggunakan metode studi literatur kualitatif, penelitian ini merinci latar belakang pentingnya transformasi digital dalam konteks bisnis modern, serta menyelidiki peran kunci yang dimainkan oleh kepemimpinan TI dalam memandu organisasi menuju kesuksesan digital. Data dan objek penelitian melibatkan analisis teks dan literatur ilmiah yang mencakup berbagai sumber dan kerangka kerja yang berkaitan dengan kepemimpinan TI dan Tata Kelola Digital. Hasil penelitian ini diharapkan dapat memberikan pemahaman yang lebih mendalam mengenai bagaimana pemimpin TI yang efektif dapat mempengaruhi kelangsungan bisnis perusahaan melalui penerapan prinsip-prinsip Tata Kelola Digital, yang pada akhirnya dapat meningkatkan daya saing perusahaan di era digital.

Kata Kunci: Kepemimpinan TI, Keberlangsungan Bisnis, Tata Kelola Digital, Daya Saing Perusahaan, Transformasi Digital.

1. Introduction

In an increasingly digitalized era, the role of Information Technology (IT) has become the key to business success and company continuity. Organizations that are able to utilize technology well have a greater opportunity to remain competitive in an ever-changing market. Leadership in Information Technology (IT leadership) is an important element in managing technology resources and directing an organization towards successful digital transformation. However, there remains a strong need to better understand how IT leadership impacts business continuity and enterprise competitiveness in a digital context.

The importance of the role of Digital Governance is increasingly emphasized because it functions as a framework that regulates the use of technology and data in organizations. Effective IT leadership must be able to properly apply Digital Governance principles to manage risk, ensure compliance, and optimize investments in technology. Therefore, research that focuses on the influence of IT leadership on business continuity and the role of Digital Governance in increasing company competitiveness becomes relevant and meaningful amidst constant changes in the business world.

Additionally, in a turbulent global context, the recent COVID-19 pandemic has accelerated digital transformation in many organizations. Companies around the world have been forced to adapt their operations in a more digital manner to maintain business continuity. In this situation, effective IT leadership becomes increasingly important to guide companies through rapid digital transition and to ensure future business sustainability.

There is no doubt that businesses today are facing unprecedented challenges. Digital transformation, while opening up new opportunities, also carries significant risks, including cybersecurity threats and rapid business model changes. IT leadership must have a deep understanding of how technology can be used to create added value, reduce risk, and ensure compliance with increasingly complex regulations.

In addition, business competition is intensifying, with companies vying to win the hearts and minds of consumers who are increasingly savvy and digitally connected. IT leaders must play a proactive role in identifying technological innovation opportunities that can provide competitive advantage. Moreover, it is important to understand that IT leadership is not only related to technical aspects, but also with the ability to manage and motivate teams, collaborate with various divisions in the organization, and clearly communicate the digital vision and strategy to all stakeholders.

This research aims to provide a deeper understanding of the relationship between IT leadership, Digital Governance, business continuity and company competitiveness in the context of ongoing digital transformation. As such, this research will provide valuable insights for organizations and IT leaders seeking to increase the efficiency and effectiveness of technology use in supporting their business vision and goals.

2. Methods

This research uses a qualitative approach with a focus on literature study. This approach was chosen because it aims to explore an in-depth understanding of the influence of IT leadership on business continuity and the role of Digital Governance in increasing company competitiveness through a broad and in-depth literature review. This method allows researchers to integrate various views, concepts and findings that already exist in related literature, thereby creating a comprehensive understanding of this research topic.

The data used in this research consists of various literature sources, including scientific journals, books, research reports, news articles, industry guides, as well as documents and practical guides related to Digital Governance. The data collection process is carried out through searching and selecting sources that are relevant to the research objectives. This data will be analyzed systematically and critically to identify important findings related to the influence of IT leadership and the role of Digital Governance in the context of business continuity and company competitiveness.

This research will also involve a stage of assessing the quality of the sources used, taking into account the reliability, relevance and credibility of the data sources. Data analysis will be carried

out using a qualitative approach, namely through the process of reading, synthesizing and interpreting texts that are relevant to the research focus. The emerging findings will be integrated to develop a deeper understanding of the role of IT leadership and Digital Governance in the context of business continuity and corporate competitiveness.

Additionally, this research will also attempt to identify recent trends and developments in related literature to provide a more contemporary understanding of the topic. The results of this research will be revealed through an analysis of relevant findings and a synthesis of the literature that has been reviewed. Thus, this qualitative research method will provide a solid foundation for understanding complex issues related to the influence of IT leadership, Digital Governance, business continuity and company competitiveness in the digital era.

3. Results and Discussion

A. The Influence of IT Leadership on Business Continuity

IT leadership refers to the role and responsibilities of leaders in managing information technology in an organization. This role involves making strategic decisions related to technology, developing IT initiatives, managing technology resources, and directing the IT team to achieve company goals. Effective IT leadership can have a significant impact on a company's business continuity.

Strong IT leadership can ensure that information technology is used efficiently and effectively to support business objectives, reduce operational risk, and increase competitive advantage. IT leaders who understand the business vision and strategy can ensure that investments in technology add value and make a significant contribution to company growth. They also play a role in identifying and managing risks related to cybersecurity, regulatory compliance and system failures, which can impact business continuity.

Effective IT leadership can also help in overcoming challenges in adopting and integrating new technologies, managing organizational changes associated with digital transformation, and managing human resources within IT teams. The influence of IT leadership on business continuity is important, because a good IT leader will ensure that a company can adapt to rapid technological changes and maintain its competitiveness in an ever-changing business environment.

In an ever-changing and increasingly digitalized business environment, IT leadership also has a key role in facilitating technological innovation. Visionary and proactive IT leaders can identify opportunities to develop new solutions or implement advanced technologies that can help the company become more efficient, improve the quality of products or services, or gain new market share. Innovations like this can provide significant competitive advantages and increase a company's competitiveness.

Effective IT leadership also contributes to the creation of a technology-oriented organizational culture. They can help promote understanding and appreciation of the role of technology in all layers of an organization. This means that every team member, even outside the IT department, can be more aware of the potential and challenges of technology, which in turn can increase synergy between departments and create a climate that supports innovation and change.

Effective IT leadership will ensure that the company is well positioned to meet future challenges, including anticipating technology-related risks and developing a strong business continuity plan. That way, they can ensure that the company has sustainable business continuity and can overcome disruptions or crises that may arise in this digital era.

Overall, the influence of IT leadership on business continuity is very important in realizing the potential of information technology in supporting company growth and sustainability in this digital era. Effective IT leaders must act as change agents, innovators, risk managers, and technology culture leaders within the organization.

B. The Role of Digital Governance in Increasing Company Competitiveness

The role of Digital Governance in increasing company competitiveness is key in the context of modern business which is closely related to technology. Digital Governance refers to the framework, policies and practices that govern the use of information technology and data in an organization[9]. The primary role of Digital Governance is to create structures that enable companies to manage their technology assets and data effectively, minimize risk, and ensure that technology supports business objectives well.

One important aspect of Digital Governance is managing cyber security. In an increasingly connected world, cybersecurity risks are becoming increasingly significant. Digital Governance plays a role in ensuring that companies have the necessary policies and measures in place to protect their critical data, as well as to identify and respond to possible cyber attacks. Thus, the role of Digital Governance in maintaining cyber security helps companies to maintain their reputation and protect sensitive customer information.

Apart from that, Digital Governance is also related to compliance with regulations and standards related to technology and data, such as the GDPR (General Data Protection Regulation) in the European Union. Following these regulations is important, and Digital Governance helps companies comply well with these regulations, thereby avoiding legal penalties and maintaining customer trust.

Digital Governance's broader role is to create an environment where technology is used efficiently and effectively to support business initiatives. This includes managing technology investments, monitoring system performance, good data management, and improving business processes through technology. By optimizing the use of technology, companies can become more efficient in their operations, provide better customer service, and gain a competitive advantage in the marketplace.

Thus, the role of Digital Governance is to properly integrate technology into the company's business strategy, ensure security and compliance, and optimize the use of technology to support company goals. This contributes significantly to a company's competitiveness in an increasingly complex and connected digital era.

Apart from the aspects already mentioned, Digital Governance also plays a role in ensuring transparency and accountability in the management of information technology and company data. This includes regular monitoring and reporting regarding how data is used, business processes related to technology, and how technology risks are identified and managed. With a strong Digital Governance framework, companies can provide accountability to internal and external stakeholders, including shareholders, customers and regulators.

Digital Governance also creates a positive influence on company culture. By promoting digital ethics, integrity, and policies that align with business goals, companies can create an environment where every member of the organization understands the importance of ethical use of technology and responsibility for maintaining data security. This can strengthen a company's values and provide a strong foundation for continuous, technologically-minded innovation.

The Digital Governance role also includes developing business continuity plans involving technology and data aspects. This allows companies to remain operational when disruptions occur,

such as natural disasters or cyber attacks. By designing effective recovery strategies, companies can minimize the impact of disruptions on their business continuity, which in turn increases their competitiveness in facing challenges that may occur in the future.

Overall, the role of Digital Governance is key in increasing company competitiveness in the rapidly changing digital era. By providing a good structure for managing technology and data, as well as ensuring compliance, security and efficiency in the use of technology, companies can become more responsive, adaptive and competitive in an increasingly digitalized marketplace.

C. Implementation of IT Leadership and Digital Governance in Practice

Implementing IT Leadership and Digital Governance in practice is a key stage in implementing these concepts in an organization. This involves operationalizing these concepts in daily routines, with a focus on desired outcomes, risk management, and increased efficiency.

In practice, implementing IT Leadership involves appointing or developing IT leaders who are able to understand the company's business vision, manage the IT team, and make strategic decisions that support organizational goals. IT leaders must collaborate with various departments within the organization to ensure technology is well integrated into business processes. They must also monitor technology performance and identify opportunities for innovation that will support company growth.

Meanwhile, implementing Digital Governance requires companies to develop clear policies, procedures and controls related to the use of technology and data. This involves auditing and monitoring to ensure that compliance and data security are maintained. Digital Governance implementation also includes education and training for staff and leaders to understand the importance of digital compliance and ethics in daily operations.

This implementation also involves system and technology integration that supports Digital Governance. This includes the use of software that supports risk management, compliance reporting, and identity and access management. Companies must also maintain up-to-date policies and procedures in accordance with technological developments and changing regulations.

Apart from that, the implementation of IT Leadership and Digital Governance can be part of long-term strategic planning. This may include setting technology-related performance goals and measurements to track progress. By integrating this into business planning, companies can ensure that IT leadership and Digital Governance become an integral part of daily operations and not just policies on paper.

Implementing IT Leadership and Digital Governance in practice is the key to maintaining quality and sustainability in managing technology and data in business. It helps companies to achieve competitive advantage, minimize risks, and remain compliant with regulations in an ever-changing business environment.

During the implementation process of IT Leadership and Digital Governance, it is important to understand that this is a deep cultural change in the organization. This involves a change in the mindset and actions of all members of the organization, not just the IT department. Therefore, effective communication and education regarding the importance of the role of IT Leadership and Digital Governance is an important element in ensuring successful adoption. This can include training for employees on policies and procedures, as well as ongoing communications explaining the positive impact these implementations will have on the company and individuals.

During the implementation process, regular evaluation and adaptation need to be carried out. This is to ensure that the policies and procedures that have been established are effective, that risks are identified and managed properly, and that the technology used supports business

objectives. Successful implementation also involves monitoring technology performance, reporting on compliance, and regular review of changing regulations.

Strong executive leadership in support of this implementation is critical. Organizational leaders must support and drive this change, affirming the company's commitment to Digital Governance and effective IT leadership. They must also ensure that the necessary resources, both financial and human, are available to support this implementation.

Implementing IT Leadership and Digital Governance in practice is a journey that requires sufficient commitment, time and resources. However, the long-term benefits in terms of increased efficiency, compliance, security and company competitiveness will make this investment well worth it. This will help organizations to be better prepared to face challenges and opportunities in an ever-changing and increasingly digitalized business environment.

4. Conclusions

In an increasingly digitalized business context, this research underlines the importance of effective IT leadership and the implementation of Digital Governance in ensuring business continuity and company competitiveness. Visionary, results-oriented IT leadership plays a central role in driving companies toward digital success, managing technology risks, and stimulating innovation. Meanwhile, Digital Governance provides an important framework to ensure the ethical, safe and efficient use of technology and data. The implementation of these practices is not just policies and procedures, but rather a deep cultural change within the organization that will ensure that technology becomes a tool that supports the company's business goals and competitiveness in an ever-changing digital era.

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