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ENHANCING MANAGEMENT AND LEADERSHIP: DEVELOPMENT PERSPECTIVES FOR COMMERCIAL ENTERPRISES

Abstract:

Regardless of the field of activity, any organization faces challenges, and the response to these largely depends on both the leadership and the management of the respective entity. Long-term development prospects are highly conditioned by the organization's ability to adapt to changes, as well as by the way management chooses to shape and implement appropriate strategies, in direct relation to the available resources.

This paper highlights the role that management and leadership acquire in the process of organizational development, in the context of implementing new digital technologies, analyzing from the respondents' perspective the future development prospects of businesses in the commercial sector.

Keywords:

Management, Leadership, Commerce, Business

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