

COMMUNICATION PRACTICES OF E-LEADERSHIP FOR ENHANCING PROJECT PERFORMANCE

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ABSTRACT

The article examines communication practices of e-leadership in the context of the digital transformation of project management. It is emphasised that effective electronic communication is a factor in the effectiveness of modern teams, as it ensures the transparency of management processes, the consistency of actions, trust, the motivation of participants, and timely decision making. It is shown that e-communication performs not only an operational but also a strategic function, transforming information flows into a resource for organisational development, knowledge exchange, and increasing innovative potential. The main levels of e-communication (technological, managerial and emotional-behavioural) are systematised, and it is determined that their interaction creates a synergistic effect that enhances productivity, involvement, creativity, and team cohesion. It is substantiated that the combination of the leader's technological competence with an empathetic approach forms a new model of digital interaction based on openness, responsibility, psychological safety and orientation to common values. It is revealed that e-leadership emerges as an integrated management concept, within which communication is the central mechanism for building trust, partnership, emotional stability, and innovative thinking in digital teams. The results of the study prove that e-communication is a strategic management resource that determines the resilience of project organisations, ensures adaptability to changes in the external environment, and contributes to a sustainable increase in the effectiveness of project implementation in the digital era.

KEY WORDS: *e-leadership, e-communication, communication practices, project management, performance.*

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Introduction

The modern transformation of management processes in the digital environment necessitates a rethinking of the leader's role, which should combine strategic vision, technological literacy, and advanced communication skills. E-leadership emerges as a response to the challenges of remote collaboration and the rapid digitalisation of organisations. Under these conditions, effective e-communication becomes the foundation for coordinated actions, trust, and the overall performance of project teams.

The growing popularity of digital project management tools, the development of online teams, and the need for rapid decision-making determine the relevance of studying e-leadership communication practices. The quality of digital interaction defines the level of team cohesion, innovation in decision-making, and overall project success.

The goal of the study is to identify the key features of e-leadership communication practices, and determine their impact on the effectiveness and performance of project management in a digital environment.

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The purposes of the study are to:

- theoretically substantiate the essence and main features of e-leadership as a modern managerial phenomenon;
- analyse the specific characteristics of electronic communication in project management;
- identify the main levels and practices of e-communication;
- examine the relationship between the effectiveness of e-communication and the performance of project teams.

The study is conceptual and theoretical in nature, based on a systematic review of modern scientific literature and international analytical reports on the topics of e-leadership, e-communication and project management. The selection of sources was carried out through a search in the Scopus, Web of Science, and Google Scholar databases, using the keywords ‘e-leadership’, ‘e-communication’ and ‘project management’, with a focus on publications from 2017 to 2025 that contain theoretical or empirical data and correspond to the topic of digital transformation. The analysis was conducted using a systematic approach, involving the synthesis and generalisation of scientific provisions, as well as a comparative analysis of traditional leadership and e-leadership. The empirical data presented in this work are secondary in nature, and were obtained from open international reports and peer-reviewed studies, which were used for the analytical interpretation of trends in the field of digital communication and the assessment of their impact on the interaction and effectiveness of project teams. Primary data collection was not conducted; instead, the methodological approach involves integrating theoretical concepts and secondary statistical information to form generalised conclusions regarding the role of e-communication in the effectiveness of modern project management.

The scientific novelty of this study lies in the systematisation and conceptual generalisation of e-leadership communication practices in project management, achieved by identifying the key dimensions of electronic communication and their managerial impact. Unlike previous works that view e-communication primarily as a technological tool, this research introduces a three-component approach that integrates managerial processes, social interaction and emotional connections among team members. A second element of novelty is the synthesis of the sequence through which effective e-communication influences project performance. The study examines how high-quality information flows, interaction transparency and emotional engagement shape the managerial dynamics that enhance the productivity of project teams.

The research contribution lies in bridging the gap between technological and human-centred perspectives in e-leadership literature. The study demonstrates that effective e-communication is not merely a technical process but a comprehensive managerial mechanism that combines digital interaction tools with the socio-psychological dimensions of leadership. This integrated perspective enhances the understanding of performance-driving factors within the context of digital transformation in project work.

The results of the study confirm that effective e-communication is a significant factor in enhancing team productivity, trust and engagement. It transforms information processes into a strategic resource for project management, ensuring transparency, coordination, and the development of a digital culture of collaboration.

1. Results

1.1. The theoretical bases of e-leadership and its role in communication

E-leadership is a modern management concept that reflects the transformation of leadership approaches in response to the influence of digitalisation and the development of information and communication technologies. It combines classic leadership competencies (strategic vision, and the ability to motivate a team, make decisions and delegate authority) with digital skills that ensure effective functioning in an electronic environment. An e-leader can organise team activities in virtual space, use digital tools for communication, coordination, control and monitoring of results (Amorim et al., 2023; Kulshreshtha, Sharma, 2021). The basis of his activity is not only technological awareness, but also the ability to maintain interpersonal inte-

reaction and ensure the trust and cohesion of project participants, regardless of their physical distance. E-leadership can be considered a synergy of managerial influence and digital competence, which enables them to act effectively in a dynamic, globalised and networked environment.

Communication occupies a central place in the e-leadership system, as it is through this channel that managerial influence is implemented, task coordination is ensured, a shared vision is formed, and team unity is fostered. In the digital environment, it takes on new forms and channels, from asynchronous messages to interactive online meetings. Effective communication in the context of e-leadership is based on transparency, regularity and accessibility of information for all project participants. It should be aimed not only at transferring tasks or reporting, but also at supporting the motivation, trust and involvement of the team. The e-leader, as a communicator, forms a digital culture of interaction that combines openness, responsibility, and the technological convenience of data exchange. Therefore, communication is not an auxiliary tool, but rather the primary mechanism for realising leadership potential in virtual spaces (Cortellazzo et al., 2019; Al-Ayed et al., 2025).

Traditional leadership is based primarily on direct interaction with subordinates, emotional influence, personal presence and control. In contrast, e-leadership operates in an environment where physical contact is minimal or non-existent, and management is carried out through digital means of communication. Table 1 presents a comparison of traditional leadership and e-leadership, reflecting the main differences between forms of managerial interaction in physical and digital environments. The comparison demonstrates the transformation of the role of the leader, communication channels, approaches to control, and principles of organising teamwork in the conditions of digitalisation.

Table 1. A comparison of traditional leadership and e-leadership

Parameter	Traditional leadership	E-leadership
Main channel of interaction	Face-to-face meetings, verbal communication	Digital platforms, video conferences, instant messaging tools
Control orientation	Direct supervision and oversight	Monitoring through digital tools, delegation with trust
Availability to the team	Constant, in a physical workspace	Constant, in a digital environment
Role of communication	Supporting operational processes	A core function ensuring project success, motivation and coordination

Compiled by the authors.

An e-leader operates in a more complex, dynamic information space, where the speed of decision making, asynchronous communication and distributed teams require high flexibility and technological awareness (Juknevičienė et al., 2024; López-Figueroa et al., 2025). While a traditional leader's personal influence and charisma are primary factors, for an e-leader, digital presence, information flow management and the ability to provide a sense of team unity in a virtual environment are key elements. E-leadership is an evolutionary continuation of classic leadership models that adapts management principles to the realities of the digital economy, directing them to increase the efficiency of communication and the effectiveness of team interaction.

1.2. E-communication as a catalyst for performance

Electronic communication is increasingly seen as a driver of productivity for today's project teams. It not only enables the timely exchange of information, but also acts as a catalyst for organisational alignment, transparency and shared accountability.

According to the Project.co Communications Stats 2023 report (Project.co, 2023), only 55% of employees said they understood what their colleagues were working on, but this figure increases to 82% when the team uses project management tools as the primary communication channel. At the same time, 79% of respondents noted that the use of such platforms improves internal interaction, and 62% said that it increases the likelihood of project success. Data from the Project.co Communications Stats 2024 report (Project.co, 2024) confirm this trend: in particular, 24% of respondents are already actively communicating through project management systems, which shows a steady increase compared to the previous year ($\approx 15\%$).

Research by Wang et al. (2022) empirically demonstrates that the level of e-leadership directly influences the intensity of digital interaction channel use. Teams with more developed e-leadership used team discussion platforms on average 4.81 times per week, while less effective ones used them 4.06 times. A similar dynamic was observed in the use of document-sharing tools, with 4.44 times versus 3.74 times respectively, confirming the statistical significance of the results. Similar conclusions are drawn from the study by Mutinda and Gatobu (2024), which found a strong positive correlation between the quality of a leader's communication and the overall success of a project. This indicates that not only the frequency, but also the substantive effectiveness of electronic interaction determines the level of task completion and participant satisfaction. At the same time, the communication competence of leaders remains a problem area. According to Lunendonk (2025), 59% of leaders recognise difficulties in the field of communication, which reduces the effectiveness of team management.

According to the analytical report e-Search (2025), although 58% of top managers currently work in a hybrid format, only 27% feel sufficiently prepared to manage remote teams effectively, and only 20% assess themselves as 'very effective' e-leaders. That is, four out of five managers face difficulties in the field of online communication, indicating a significant gap between technological capabilities and real-world management skills.

Thus, the totality of the presented data confirms that e-communication is not just a technical tool, but a systemic factor in increasing organisational productivity. It ensures transparency of information flows, builds trust, strengthens team coherence, and creates the prerequisites for achieving good results in a digital environment.

1.3. The characteristics of e-communication in project management

E-communication in project management is a vital component of the digital transformation of organisational activities. It ensures the continuous exchange of information between team members, customers, partners and other stakeholders, regardless of their location. E-communication establishes a model of organising interaction in which the technological infrastructure serves as the basis for effective decision making, action coordination and result monitoring (Darics, 2017). Unlike traditional forms of communication, which are limited by spatial and temporal frameworks, electronic communication is characterised by a high level of dynamism, flexibility and information richness. In modern project teams, it serves not only as a technical means but also as a strategic management tool, forming a culture of interaction that affects the speed of response, the quality of decisions, and the degree of involvement of participants. Figure 1 presents aspects of electronic communication and their managerial impact, reflecting the relationship between the main characteristics of e-communication (dynamism, flexibility and information richness) and the formation of a culture of interaction in the online environment.

One of the characteristics of e-communication is its dynamism. Communication processes occur continuously in the digital environment, in real-time or with a certain time lag, which introduces a new logic of managerial interaction. The e-leader and team members have constant access to information, enabling them to respond quickly to changes, adjust tasks, and make informed decisions based on current data. The high speed of information update also determines the dynamics of electronic communication. In the context of digitalisation, the project environment becomes more adaptive, but at the same time more demanding in terms of speed of message processing, decision making, and response to changes in the external context

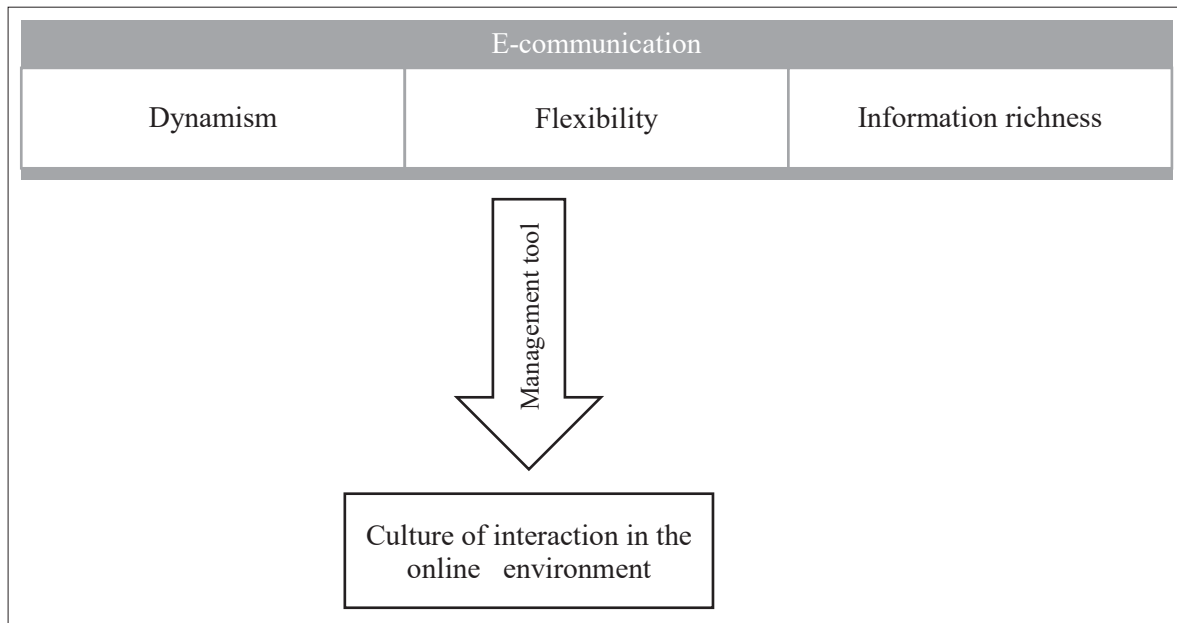


Figure 1. Key dimensions of e-communication and their managerial impact

Source: Compiled by the authors, based on Johnstone and Lindh (2021), Mosako and Ngoepe (2021), Figus (2021).

(Johnstone, Lindh, 2021). This creates new requirements for the information competence of team members, their ability to navigate data flows, and to quickly ensure the consistency of actions.

The asynchrony of electronic communication lies in the possibility for interaction between participants without the need for a simultaneous online presence (Mosako, Ngoepe, 2021). This provides flexibility and continuity of the workflow, especially in global or remote teams, where participants are located in different time zones or have different work schedules. However, this form of interaction requires the leader to plan communication channels carefully, agree on feedback deadlines, and create digital discipline. Another defining feature of electronic communication is the significant increase in the volume of information flows. In the digital environment, each interaction (message, email, online meeting, CRM entry, or chat message) forms a new piece of information that needs to be stored, analysed, and managed appropriately. This leads to information overload, when the volume of received data exceeds the ability to perceive and understand it adequately. Therefore, an essential competence of an e-leader is the ability to perform information filtering, specifically highlighting strategically important information, structuring it, and transmitting to the team only what truly contributes to achieving the project goals (Figus, 2021). The ineffective management of information flows can lead to chaos, a loss of focus, duplication of tasks, or the distortion of message content. That is why analytics, artificial intelligence, sorting algorithms, and automatic data generalisation tools are becoming increasingly important in the e-communications system. However, technological support must be combined with the human factor: critical thinking, selective attention and management experience. Information filtering in the electronic environment is not only a technical but also a strategic process. It allows you to maintain the relevance of communications, reduce the cognitive load on the team, and ensure that attention is kept on project priorities. Effective filtering creates a basis for transparent and orderly interaction, where each participant receives only the information necessary to perform their functions.

1.4. Communication practices of e-leadership

Communication practices of e-leadership form the basis of effective interaction in the digital environment of project management. They include methods, tools and principles of organising communications that ensure consistency of action, openness of information flows, and support for team cohesion. A modern e-leader not only coordinates work using digital technologies, but also creates a communication environment in which each participant has access to relevant knowledge, understands the project’s strategic goals, and feels their significance in the typical result. Communication is considered not as an auxiliary process, but as a management function that ensures the transformation of information into shared knowledge, and forms the collective competence of the team.

E-leadership involves a comprehensive approach to organising communication in the digital environment. Communication practices encompass technological, organisational-cultural and emotional-behavioural aspects of interaction that ensure consistency, transparency and humanity in the team’s work. Table 2 presents the main communication practices of e-leadership, reflecting the multi-level structure of digital interaction in project management. It covers the technological, managerial and emotional-behavioural levels, which together form a holistic system of effective e-leadership.

Table 2. Communication practices of e-leadership

Level	Content of practices	Examples of implementation
Technological level	Use of digital tools for knowledge and communication management	Use of Slack, Microsoft Teams, Trello, Notion and Google Workspace for coordination, knowledge storage, and information exchange
Managerial level	Building a culture of transparent communication	Conducting regular online briefings, weekly updates and team discussions, and providing feedback through internal digital platforms
Emotional-Behavioural Level	Empathic digital leadership	Holding individual online meetings, recognising achievements, organising informal virtual events, and maintaining digital team traditions

Source: Compiled by the authors.

One of the fundamental communication practices of e-leadership is the implementation of digital tools for knowledge management and effective communication. Such tools not only optimise the exchange of information, but also create conditions for the accumulation, systematisation and dissemination of experience within the project team. Technologies enable the integration of communication, planning, document flow and feedback into a single digital space (Swart et al., 2022; Bond-Barnard et al., 2018). These systems function as a kind of communication ecosystem, ensuring transparency of processes, facilitating informed decision making, and preserving the collective memory of the project. An e-leader who utilises such tools can centralise information flows, structure knowledge in a convenient format, automate repetitive communication processes, and ensure the availability of data to all participants, regardless of their location or working hours. Digital tools become not just a means of communication, but the core of the knowledge management system. Their effective use contributes to increased transparency, accountability and innovation within the team, and also enables the leverage of the information flow as a strategic resource for project development.

A culture of transparent communication is the most essential practice of e-leadership. In a digital environment, where team members often work remotely or asynchronously, transparency becomes a condition for trust, coordination and timely decision making. An effective communication culture involves regular updates on the status of the project, feedback between all levels of the team that promotes the discussion of problems, finding solutions and increasing involvement, and also team meetings where participants can

exchange ideas, share progress and form a common vision (Hopp, Fisher, 2020; Gideon Oluseyi Daramola et al., 2024). For an e-leader, transparency means being willing to share information openly about both achievements and difficulties. This helps to avoid information barriers, reduces the risk of misinformation, and increases a sense of mutual responsibility. In addition, the transparency of communication fosters the development of psychological safety within the team, as each participant feels that their opinion is important and their contribution is valued. This approach fosters trust as a fundamental prerequisite for team effectiveness. The e-leader acts not only as a coordinator of information flows, but also as an architect of a communication culture in which openness, honesty and regularity of interaction become the driving mechanisms for project effectiveness. In the context of digital communication, the practice of empathetic e-leadership acquires a particular importance. When personal contact is limited, and interaction occurs mainly through screens, the leader must be able to maintain the ‘human dimension’ in communication. Empathetic digital leadership involves the ability to sense the emotional state of the team, maintain psychological stability, and create an atmosphere of trust, even in the absence of physical presence. This requires not only technical competence, but also developed emotional skills (attention, and the ability to listen and support). Empathetic e-leadership activities include regular informal online meetings to maintain the team spirit, individual video communications with participants to clarify their needs and difficulties, the recognition of achievements, and the creation of ‘digital traditions’ among the team (for example, the Friday sharing of positive results of the week) (Beydoğan, 2025; Aggarwal, Kumar, 2022). Such actions help maintain not only productivity but also the emotional balance of the team, which is a crucial factor in long-term success. Empathetic e-leadership serves as a driver in digital management by combining technological efficiency with humanity, enabling the maintenance of the integrity of the team in any circumstance. E-leadership is based not only on the ability to utilise technology, but also on the capacity to maintain human relationships in a digital context. It is the combination of technical rationality and emotional empathy that forms a new paradigm of communications in digital project teams.

1.5. The impact of e-communication on project performance

In online work, the quality and structure of e-communication ensure the consistency of actions, effective decision making, and the stability of team interaction. Unlike traditional management models, where physical presence and direct contact play a significant role, in digital teams, e-communication acts as the primary carrier of managerial influence. Effective communication in e-leadership is systemic in nature, encompassing a clear definition of information flows, the selection of optimal tools, fostering a culture of transparency, and developing the leader’s emotional competence. All this directly affects the performance of projects implemented in digital format.

In addition, high-quality e-communication has not only an operational but also a motivational effect. The regular exchange of information, timely updates, the public recognition of results, and constant support from the e-leader foster a sense of involvement and value for each participant. This, in turn, directly increases the level of engagement, which is one of the determinants of team performance. Therefore, productivity in digital management depends not only on the competence of performers, but also on the quality of the communication ecosystem that the e-leader creates. In modern project teams, effective e-communication serves as an integration mechanism that combines management processes, social relationships and emotional ties among participants. It forms an information environment in which the coordination of actions, mutual learning, support for initiatives, and the development of joint decisions take place. Thanks to properly organised digital communication, the team functions as a single system, where the exchange of data becomes a constant cycle of trust, interaction and improvement. The sequence of this influence is presented in Figure 2.

Fig. 2 shows the systemic relationship between the elements of effective e-communication and its impact on the final results of project activities. In the process of digital interaction, communication creates a basis for forming sustainable information flows that ensure the timeliness, consistency and accuracy of management decisions (Soni et al., 2022; Gbabo et al., 2022). Further improvement in the quality of these flows

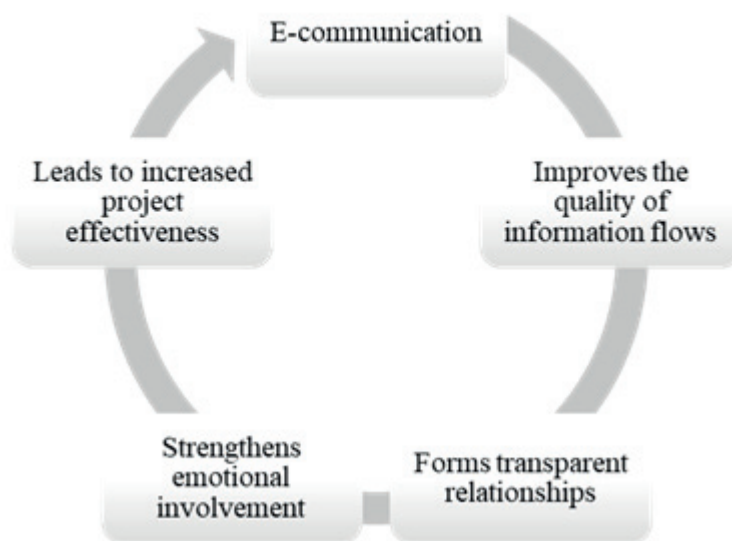


Figure 2. The sequence of the impact of effective e-communication on project performance

Source: Compiled by the authors, based on Soni et al. (2022), Gbabo et al. (2022) Schnackenberg et al. (2021), Yang et al. (2020), Abdu Yosr Yaquot et al. (2021), Al Hosani et al. (2023).

contributes to the formation of transparent relationships in the team, which strengthens trust, openness, and a sense of shared responsibility (Schnackenberg et al., 2021; Yang et al., 2020). In such an environment, emotional involvement develops, which is a crucial factor in supporting motivation, psychological safety, and a sense of participation in a common goal (Abdu Yosr Yaquot et al., 2021; Al Hosani et al., 2023). As a result, the overall effectiveness of the project increases, which is reflected in enhanced productivity, improved coordination, better-quality decision making, and the team's ability to adapt to change. Thus, effective e-communication serves as a mechanism for transforming information processes into a factor of team synergy. Its impact is cyclical; in particular, achieving positive results strengthens the trust and involvement of participants, which in turn forms a new level of maturity of communication for the team. Therefore, e-communication is not only a tool for exchanging information, but also a strategic resource for the development of the organisation of a project, combining the technological, social and emotional aspects of leadership in a digital environment.

Discussion

The controversial issue of striking a balance between technological standardisation and the humanity of communication requires scientific attention. The excessive formalisation of digital processes can lead to communication overload or the depersonalisation of team dynamics. On the contrary, the use of empathetic leadership and the open exchange of ideas fosters the development of a culture of trust and self-regulation (Kupiek, 2021; Mikuš et al., 2023). Thus, the focus of modern scientific controversy is not the question of the appropriateness of digital tools, but the search for optimal interaction between the technological and social dimensions of e-communication. The problem of assessing the effectiveness of e-communication also remains unresolved. Despite the availability of quantitative indicators (message frequency, response speed, user satisfaction level), important qualitative issues (empathy, trust, motivational impact) remain difficult to formalise (Mazur-Wierzbicka, 2020; England, Nagel, 2021). Future research should focus on developing multi-dimensional models that integrate the technical and psychological components of digital interaction.

Overall, the results of this work confirm that the future of e-leadership lies in the synthesis of technological literacy and humanistic management values. It is the combination of instrumental and empathetic communication that ensures the resilience of project teams, and contributes to the creation of a highly productive, flexible and ethical digital collaboration environment.

Conclusion

The evolution of management processes in the digital age has shown that the effectiveness of organisations increasingly depends not on technical or resource capabilities, but on the quality of the communication environment created by the leader. E-leadership has emerged as a new form of managerial influence, combining strategic thinking with digital competencies and interpersonal sensitivity. Its central element has become electronic communication, which ensures constant interaction, coordination, knowledge exchange, and support for collective responsibility.

The conceptual approach developed during the research process demonstrated that effective e-communication is a complex phenomenon. At a technological level, it ensures the continuity and convenience of information flows; at an organisational and cultural level, it fosters transparency, openness and trust; at an emotional and behavioural level, it supports involvement, mutual respect and psychological safety. In interacting, these elements create a synergistic effect that enhances team performance.

The generalisations obtained demonstrate that effective e-communication is not only a tool for operational management but also a strategic resource for organisational development. It impacts the quality of management decisions, the level of innovation, and the team's ability to self-organise and adapt in uncertain conditions. Leaders who possess a high level of communication competence can transform the digital environment into a space of cooperation, mutual learning and trust.

The results of the study show that the systematic implementation of e-leadership communication practices contributes to the formation of a new management culture focused on openness, the shared value of knowledge, and partnership interaction. It is a culture that allows teams to work effectively in online formats, maintain motivation from a distance, and achieve good results even in a dynamic digital environment.

In conclusion, it can be stated that the future of project management is inextricably linked to the development of e-leadership competencies. The combination of technological literacy, strategic vision and emotional intelligence determines a leader's ability not only to manage communication flows, but also to form long-lasting social connections based on trust and mutual support. It is through the prism of effective e-communication that the potential of modern teams is revealed, and their sustainability in the digital economy is ensured.

In summary, the study achieved its stated objectives, by theoretically clarifying the essence of e-leadership, identifying the key characteristics of electronic communication in project environments, and systematising the main communication practices that operate across technological, organisational and emotional-behavioural levels. The findings demonstrate that each level contributes a distinct mechanism: technologies ensure continuity of information flows, managerial practices create transparency and coordination, and emotional-behavioural practices support trust, engagement and psychological safety. Together, these insights explain the sequential influence of e-communication on project performance, whereby structured information flows enable clarity and timely decisions, transparency fosters trust and shared responsibility, and emotional engagement strengthens motivation and team cohesion. This conceptual pathway illustrates how effective e-communication evolves from an operational activity into a strategic driver of project outcomes, providing a more comprehensive understanding of how digital interaction enhances productivity in modern project teams.

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E. LYDERYSTĖS KOMUNIKACIJOS PRAKTIKOS, SIEKIANT DIDINTI PROJEKTŲ VEIKSMINGUMĄ

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Santrauka

Straipsnyje nagrinėjamos e. lyderystės komunikacijos praktikos skaitmeninės projektų valdymo transformacijos kontekste. Pabrėžiama, kad veiksminga elektroninė komunikacija tampa šiuolaikinių komandų efektyvumo veiksniumi, nes užtikrina valdymo procesų skaidrumą, veiksmų nuoseklumą, pasitikėjimą, dalyvių motyvaciją ir savalaikį sprendimų priėmimą. Parodyta, kad e. komunikacija atlieka ne tik operacinę, bet ir strateginę funkciją, paversdama informacijos srautus organizacinės plėtros, žinių mainų ir inovacijų potencialo didinimo ištekliumi. Sistematisavus pagrindinius e. komunikacijos lygmenis – technologinį, vadybinį ir emocinį elgesio – nustatyta, kad jų sąveika lemia sinergetinį produktyvumą, įsitraukimą, kūrybiškumą ir komandos darną didinančią efektą. Pagrįsta, kad lyderio technologinių kompetencijų ir empatiško požiūrio de-

rinys formuoja naują skaitmeninės sąveikos modelį, pagrįstą atvirumu, atsakomybe, psichologiniu saugumu ir bendromis vertybėmis. Nustatyta, kad e. lyderystė pasireiškia kaip integruota vadybos koncepcija, kurioje komunikacija yra pagrindinis pasitikėjimo, partnerystės, emocinio stabilumo ir inovacinio mąstymo skaitmeninėse komandose formavimo mechanizmas. Tyrimo rezultatai pagrindė, kad e. komunikacija yra strateginis valdymo išteklius, lemiantis projektinių organizacijų atsparumą, užtikrinantis prisitaikymą prie išorės pokyčių ir prisidedantis prie tvaraus projektų įgyvendinimo veiksmingumo augimo skaitmeniniame amžiuje.

RAKTINIAI ŽODŽIAI: *e. lyderystė, e. komunikacija, komunikacijos praktikos, projektų valdymas, veiksmingumas.*

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