

**BUCHAREST UNIVERSITY OF ECONOMIC STUDIES**  
Doctoral School of Business Administration I



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**THE INFLUENCE OF SUSTAINABLE LEADERSHIP ON  
ADJUSTING TO DIGITAL TRANSFORMATION**

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# TABLE OF CONTENTS

SUMMARY	II
ABSTRACT	III
ACKNOWLEDGMENTS	IV
TABLE OF CONTENTS	V
INTRODUCTION	1
<b>1. DEFINING ELEMENTS OF LEADERSHIP IN CONNECTION WITH THE REQUIREMENTS GENERATED BY SUSTAINABILITY</b>	<b>6</b>
1.1. THEORETICAL FOUNDATIONS OF LEADERSHIP	6
1.1.1 Evolution of Leadership	7
1.1.2 Leadership Styles and Their Importance	9
1.1.3 Leadership and Crises: Impact on Organizations	17
1.2. SUSTAINABILITY IN LEADERSHIP	20
1.2.1. The Leader in the Context of Sustainability	21
1.2.2. The Theory of Ethical Leadership	23
1.2.3. The Relationship Between Sustainable and Ethical Leadership	24
1.2.4. Ethical Decisions of the Leader	26
1.2.5. The Importance of Ethics in Leadership	28
<b>2. CURRENT TRENDS IN IMPROVING ORGANIZATIONAL LEADERSHIP IN THE CONTEXT OF AUTOMATION AND DIGITALIZATION</b>	<b>31</b>
2.1. THE IMPACT OF DIGITAL TRANSFORMATION ON ORGANIZATIONAL LEADERSHIP	32
2.1.1. Organizational Agility and the Role of Transformational Leadership	33
2.1.2. Digital Evolution and Organizational Leadership	35
2.1.3. Introducing Process Automation in Leadership	37
2.1.4. Industries Where RPA Improves Organizational Activity	42
2.1.5. Opportunities of Automation in Leadership	46
2.1.6. Limits of Automation in Leadership	47
2.2. LEADERSHIP STRATEGIES IN THE DIGITAL ERA	49
2.2.1. Strategic Approaches to Leadership in the Context of Digitalization	49
2.3. THE DEVELOPMENT OF LEADERSHIP COMPETENCIES IN THE DIGITAL ERA	55
2.3.1. Main Leadership Competencies in the Digital Era	55
2.3.2. Adapting Leadership Competencies to the Business Environment	56

## ABSTRACT

This paper explores the influence of sustainable leadership on organizations' capacity to adapt to digital transformations, highlighting how leadership styles and ethical principles can either facilitate or hinder this process. The study examines the evolution of the leadership concept, emphasizing the shift from traditional models—focused on personality traits and hierarchical structures—toward an integrative model based on adaptability, empathy, and authenticity.

The analysis of the relationship between sustainable and ethical leadership underlines that leaders who promote moral values and social responsibility play a crucial role in fostering a stable and innovation-driven organizational environment. Furthermore, the research investigates the impact of digitalization and automation on decision-making processes, emphasizing the role of emerging technologies in reshaping leadership functions and organizational dynamics.

This doctoral thesis aims to demonstrate that when sustainable leadership is implemented within organizations through leadership styles rooted in adaptability, empathy, and authenticity, the process of adapting to digital transformations is significantly enhanced.

This argument is supported by a quantitative analysis conducted through a market survey, employing a questionnaire focused on respondents' work habits and their perceptions of various aspects of their professional activity. The methodology involves a quantitative approach based on correlation analysis, regression models, and difference tests, applied to 188 respondents. The findings indicate a significant positive relationship between transformational leadership and beneficial organizational behaviors, while passive leadership styles, such as laissez-faire leadership, are associated with counterproductive behaviors. Moreover, the study highlights the influence of socio-demographic factors on leadership perception and employee engagement.

In conclusion, this research provides valuable insights into strategies through which organizations can integrate sustainable leadership with digital transformation processes, thereby contributing to the development of effective and responsible leadership models. Ultimately, the doctoral thesis emphasizes the necessity of adopting integrated approaches that support both technological progress and the well-being of employees and the organizational environment.

**Keywords:** leadership, leadership styles, organizational leadership, RPA, digitalization, sustainability, automation, process automation, ethical leadership, workplace behavior, leadership traits.