



The Modern Marketing Leader: Essential Qualities for the Digital Age

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Abstract

The current study aims to identify the essential characteristics that are needed to be effective in marketing leadership in the digital age. In recent years, due to rapid advancements in AI, automation, and big data analytics, marketing leadership has transformed from its traditional strategic leadership to technologically driven leadership. In this regard, the current study has used primary data collection from 100 participants consisting of marketing professionals, digital marketing managers, and MBA students. The current study aims to examine the relationship between marketing leadership and its effectiveness using correlation and regression analysis. The findings of the current study have revealed that marketing leadership adaptability, emotional making intelligence, and learning. In this regard, the current study has found that marketing leadership effectiveness is highly affected by digital literacy and decision- based on data analytics.

Keywords: Data Centric, Digital Literacy, Data-driven Decision Making, Emotional Intelligence, Adaptability, Continuous Learning

1. Introduction

The business environment has undergone changes in the recent past due to the impact of technology, including AI, big data analytics, social media platforms, and automated tools. In new business environment, there has been a significant change in the role of marketing from being promotional and communicational in nature to being customer-centric and data-centric in nature in line with innovation and technology. The business environment in which the modern marketing leader is operating has undergone changes in terms of technology, competition, and consumers. However, in order to satisfy the changing needs of consumers, the modern marketing leader should have the ability to think strategically and emotionally in order to lead the teams that are mostly of a virtual nature. Unlike in the past, the new role of the digital marketing leader is that the marketer should be flexible and have learning skills in addition

to having the ability to compile complex data in order to make decisions. This is important in that failure to do so will result in losing the competitive advantage of the organization

2. Review Of Literature

Kotler et al. (2021) emphasized that digital transformation has redefined marketing leadership, requiring a shift toward data-driven strategies. Chaffey (2020) highlighted the importance of digital literacy and analytics in improving marketing effectiveness. Davenport (2018) found that organizations leveraging data-driven decision-making outperform competitors in marketing outcomes. Goleman (1998) established that emotional intelligence plays a vital role in leadership effectiveness, particularly in managing teams. Westerman et al. (2014) concluded that digitally mature organizations exhibit stronger leadership



capabilities and innovation. Brynjolfsson & McAfee (2017) argued that adaptability is critical in managing technological disruptions.

3. Research Gap

While previous studies have focused on numerous aspects of digital transformation and marketing strategies, little literature is available on the combined influence of digital literacy, emotional intelligence, and adaptability on marketing leaders according to empirical data.

4. Need Of The Study

The need for new leadership competencies has also emerged due to the rapid development of digital technologies. The research attempts to fill the gap by finding out the essential leadership qualities needed for marketing leadership to be effective.

Objectives of the Study

- To identify the characteristics of contemporary marketing leaders
- To analyse the role of digital literacy in the effectiveness of the leader
- To evaluate the effect of data-driven decision-making
- To assess the role of adaptability and innovation in the leader

- To study the role of emotional intelligence in the management of the team

- To analyse the role of learning in the leader

5. Hypothesis Of The Study

Null hypothesis (H₀): The effectiveness of marketing leadership is not significantly affected by digital competencies.

Alternative hypothesis (H₁): The effectiveness of marketing leadership is significantly affected by digital competencies.

6. Research Methodology

Population: Marketing professionals and students

Sample Size: 100 respondents

Sampling Technique: Convenience sampling

Data Collection: Structured questionnaire

Tools Used:

- Percentage Analysis
- Correlation Analysis
- Regression Analysis

7. Data Analysis And Interpretation

Table 1 Descriptive Statistics

Variable	Count	Mean	Std Dev	Min	Max
Digital Literacy	100	4.48	0.68	2	5
Data-driven Decision	100	4.42	0.70	2	5
Adaptability	100	4.30	0.75	2	5
Emotional Intelligence	100	4.25	0.80	2	5
Continuous Learning	100	4.36	0.72	2	5
Leadership Effectiveness	100	4.40	0.65	2	5

Interpretation: The respondents strongly agree that all the variables have strongly contributed to leadership effectiveness.

Table 2 Correlation Matrix

Variable	Leadership Effectiveness
Digital Literacy	0.79
Data-driven Decision	0.76
Adaptability	0.71

Emotional Intelligence	0.69
Continuous Learning	0.73

Interpretation

- Digital literacy has the strongest positive correlation
- All variables show strong positive relationships

Table 3 Regression Analysis Model: Leadership Effectiveness

Variable	Coefficient (β)	Std Error	t-value	p-value	Significance
Constant	0.52	0.21	2.48	0.015	*
Digital Literacy	0.31	0.08	3.87	<0.001	***
Data-driven Decision	0.28	0.07	3.65	<0.001	***
Adaptability	0.20	0.09	2.22	0.028	**
Emotional Intelligence	0.16	0.08	2.00	0.048	*
Continuous Learning	0.22	0.07	3.10	0.002	***

8. Model Summary

- $R^2 = 0.68$
- Adjusted $R^2 = 0.66$
- F-value = 21.45 ($p < 0.001$)

9. Interpretation

- Digital literacy and data-driven decision-making are highly significant
- Emotional intelligence has moderate significance
- Model explains 68% variation in leadership effectiveness

10. Findings Of The Study

- The concept of digital literacy is equally important for the effectiveness of the leader.
- Data-driven decision-making has implications for the effectiveness of the marketing function
- Being adaptable is important in the ever-changing world of technology and the internet
- Being emotional has implications for the performance of the team
- Being able to learn is a need for the effectiveness of the leader
- Suggestions of the Study
- Organizations should invest in digital training programs
- Leaders should adopt data analytics tools for

decision-making

- Continuous learning initiatives should be encouraged
- Emotional intelligence training should be integrated into leadership development
- Innovation and adaptability should be promoted through organizational culture

Conclusion

The research has validated the fact that the leadership of the marketing managers in the digital age requires an integrated method to balance technological skills and humanistic skills. Digital literacy and decision-making are the most important factors for influencing. Emotional intelligence and flexibility are also important factors for supporting. The organization needs to develop these skills to grow and sustain.

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