

Transactions with a Transforming Heart: E-Leadership, Virtual Enterprises and Social Media

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Abstract: The Internet, since its development to the Web 2.0 is increasingly becoming the most important area where social relations and businesses are being shaped. At the same time a new form leadership is emerging: E-Leadership. The paper will discuss whether there is any difference between Leadership and E-Leadership. The relevant literature shows that no difference in leadership is emerging on-line, but an increasing importance of soft skills. The paper will focus on E-Leadership in Virtual Enterprises as it fits different leadership model than generalist Social Media such as Facebook. Virtual Enterprises for its very collaborative nature fits better with distributed/collaborative/ collective leadership which looks like an oxymoron. Importantly, normative theories of Leadership play an important role in collaborative E-Leadership, in fact Virtual Enterprises rely collaboration on values such as trust, peering and sharing. In conclusion, it is argued that the traditional distinction between transforming and transactional leadership in online environments takes a special form as transforming leadership is engaged (alike as in plants) in the transactional design typical of Virtual Enterprises.

Keywords: Leadership studies, E-leadership, Ethical Leadership, Virtual Enterprises, Social Media.

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