

## LEADERSHIP EFFECTIVENESS IN MODERN AGE

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**Abstract:** *This article addresses leadership and effectiveness in modern age. Contemporary time that we live in is understood as a complex historical product that is continuously developing thanks to digitalization and uprising of techniques, technologies and globalization. Changes affect modern management and business environment as well as people working in it, and effective leaders are needed now more than ever. Effectiveness of a modern leader is reflected not only through developing and reaching goals, but also in having motivated subordinates. In this paper, rich theoretical approaches to leadership effectiveness are examined and correlation between activities undertaken by leader and leadership effectiveness is analyzed.*

**Key words:** *effective leadership, contemporary leader, leadership behavior, positive affect, modern management.*

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