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THE IMPACT OF SELFAWARENESS LIFE SKILLS ON EFFECTIVE LEADERSHIP IN THE DIGITAL AGE		
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ABSTRACT

The primary goal of this study was to look into the impact of self-awareness life skills on effective leadership in the digital age and associated socio-demographic variables on effective leadership. In this study, 429 leaders participated, and data were collected using a quantitative research methodology and convenience sampling techniques. The authorities did not want the names and information of their organization to be made public and preferred to protect privacy. The researchers performed a pilot study, an internal reliability test, a content validity analysis, and a factor analysis. Researchers used regression models and descriptive statistics in this investigation. The results showed that self-awareness and life skills impact effective leadership in the digital age. The data summary value of the regression analysis model shows that the R-value is .477, the R-square is .227, and the adjusted R-square value is .226. Additionally, a positive association between effective leadership and a few socio-demographic factors, including age, marital status, experience, and training, have been found. Evidence suggests that; self-awareness is a crucial trait that helps leader increase productivity in the digital age and that it is a skill that can be acquired.

Keywords: Self- Awareness, Life Skills, Effective Leadership, Digital Era.

1. INTRODUCTION

Self-awareness is an ordinary life skill that leaders and managers must have to maintain, sustain, and retain their effective roles at work. However, new life skills like self-awareness would play an important and vibrant role in maintaining and sustaining work-life balance (Ravindranath, Thomas, and Shareef, 2012). Automation, artificial intelligence, the internet, and social media are new, demanding technologies that greatly impact the job (ILO, 2021). The significance could, however, be both positive and negative (Marsh, E., Vallejo's, E. P., and A. Spence, 2022). Additionally, greater human and material resources are something that all enterprises expect and hope to produce top-notch outcomes. Researchers argued and found that: "technology boosts efficacy and production while lowering human capital at work" and that technology such as telework, automation, and algorithmic management would be a solution in this area (Griep, Y., Vranjes, I., Beckers, D. G. J., & Geurts, S.,2021) Other studies also revealed that the introduction of new technology at work is causing concerns (Lu, Marlow, Kocielnik, & Avrahami, 2018).

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Another study found that when there are multiple workforces involved, it can be difficult for leaders to demonstrate effective leadership due to a lack of knowledge about each employee's strengths, communication preferences, and motivation (Valickas & Jaktait, 2017), changes in the workplace (Rakovi, Sakal, & Matkovi, 2022), and shifts in the concept of wellbeing (Thomas, Choudhari, Gaidhane, & Quazi Syed, 2022). Self-awareness skills fill and remedy the deficit in this, according to all future research and evidence, and they also encourage reflection and pride in one's job. Because having these skills makes it easier to recognize patterns in one's internal and external environments and act appropriately. It is a personal competency skill that aids in comprehending one's thoughts, feelings, and conduct. It also has its worth and societal conventions. It is a fundamental skill and characteristic of emotional intelligence (Emotional, W. W., & Intelligence, 2002). According to John Mayer, self-awareness means "being cognizant of both our outer attitude and thoughts" (Ott, 1998). According to Goleman, self-awareness is the capacity to identify, evaluate, and acknowledge the effects of one's own emotions. However, as evidence reveals that effective leadership is associated with self-awareness, leaders must produce their best work on the job (Ashley & Reiter-Palmon, 2012; Lojic et al., 2015). This research examined the impact of employees' developing leadership qualities on their ability to self-reflect on their emotional aptitude. This survey comprised 154 respondents and employed a simple random sample process. According to the regression analysis results, self-awareness affected management competencies (beta = 0.471, t = 3.796, p = 0.000). (Lojic et al., 2015). In the information and digital age, all leaders must learn to read and control their emotions to prevent emotional ripple effects at work. Age, sex, education, experience, and social media are sociodemographic characteristics that are also associated to the life skill of self-awareness. Numerous studies have been undertaken in western nations, but few in Nepal have also focused on academic and health fields. Researchers chose this issue in Kathmandu in a chosen enterprise to examine the impact of SA on EL in the digital era because there is a wealth of evidence suggesting that it is more relevant and reasonable at work and that those with higher levels of self-awareness can perform better at work. It helps to produce successful results in work.

Literature Review and Development of Hypotheses

The success of an organization depends on effective leadership (Matt, 2019). Without it, individuals cannot execute or offer the greatest services, not even close. Leadership is a crucial quality. The past, present, and future have all influenced how leadership concepts have evolved. The industrial revolution and an era of growth gave birth to the earliest leadership theories. The theories relating to leaders and leadership were examined during this historical journey (Paul Kingori, Tom O. Ouna, 2021). The globe has become a little global village due to globalization, with an increasing disagreements and agreements between organizations. Rapid technical advancement, strong customer demands, and dynamic market conditions (Abbas & Asghar, 2010). In the journey of digital transformation (Gupta, 2018), challenges and failures in organizations argue that leadership is at the center of any failure, rejuvenation, or success (Ghazzawi & Cook, 2015). Leadership is always interconnected with social needs, demands, and power (Abbas & Asghar, 2010). With the use of various life skills, these social or organizational requirements, demands, and power can be addressed (Higgs & Rowland, 2010; Tanui, Were, & Clive, 2018). Leadership life skills such as self-awareness are intertwined (Butler, Kwantes, & Boglarsky, 2014). Leaders' power, passion, and performance are determined by their demeanor, disposition, and desire to learn (Holsinger, 2017). Individuals lose enthusiasm, energy for, and engagement at work due to the underappreciated power of soft skills and life skills; however, skills and the future of work, "providing a: human touch" will continue to be valued and demanded (Sakamoto & Sung,

2020). However, there is study has revealed a failure to reach their goals, also raising concerns with evidence to support the idea that changes in performance were caused by inadequate instruction, inadequate training, poor planning, a lack of customer focus, and insufficient monitoring (Mosadeghrad & Ansarian, 2014). Research demonstrates that 70% of organizational changes fall short of their objectives (Abbas & Asghar, 2010). For some high-profile leaders, that level of pressure, in combination with opportunities to behave unethically, has led to their failure. Multiple reasons contribute to a leader's demise, such as greed, insecurity, power, arrogance, narcissism, burnout, depression, and so on (Stark,2014). Other factors that contribute to leadership failure include not understanding the organization's goals, taking issues personally and avoiding accountability, having poor employee relations, and listening without empathy (Valerie, 2021). There are two types of personality: "bright side" (assertiveness, independence) and "dark side" traits (ego-centered, manipulative) have been linked to the manifestation of damaging leadership behaviors. However, detrimental leadership actions are linked to negative outcomes (Webster, 2015). Harmful leadership ideas that work against helping others thrive, overcome obstacles and accomplish desired outcomes (e.g., narcissistic ineptitude, uneducated leadership)(Burns, 2017). Soft skills/ life skills like emotional intelligence can be used to overcome harmful behavior. Self-awareness, self-management, social awareness, and social management are the four skills that make up emotional intelligence. Self-awareness is among the four life skills that are crucial for leaders. Self-awareness allows leaders to develop positively by assisting them in understanding their behavior, personality, emotions, strengths, and shortcomings (Goleman, 2002).Numerous studies have suggested that self-awareness impacts effective leadership(Caldwell & Hayes, 2016; Higgs & Rowland, 2010; Sullivan, 2017). We developed the following hypotheses in light of the findings.

Hypothesis 1: Substantial effect of self-awareness on leadership effectiveness in a digital age.

Hypothesis 2: Selected sociodemographic factors such as age, gender, education level, work experience, training, and social media engagement are linked to effective leadership.

2. MATERIALS AND METHODS

Researchers adopted a quantitative methodology for this study. The data was gathered using online surveys such as; LinkedIn, WhatsApp, and Viber. The study was voluntary, and all information was kept confidential in the questionnaire. The research was cross-sectional and used convenience sampling strategies. The researchers developed the two components of the instruments utilized in the study. The first section comprised socio-demographic information (age, gender, marital status, experiences, qualification, awareness training, and social media engagement). The second section contained 20 leadership and 14 self-awareness assessment items. After consulting many books, publications, and both published and unpublished theses, the researchers created the instruments to assess the study variables. The study was evaluated on a Likert scale of 1 to 5, where 1 represents strongly disagree and 5, strongly agree. Many scholars have done this type of study (Bratton, Dodd, & Brown, 2011; Daniel Goleman, 2002; Goleman, 2017).

Internal Consistency: Researchers used a reliability test, factor analysis, content validity, and a pilot test in this study to examine the reliability and validity. Self-awareness was shown to have a Cronbach's alpha of.747 (N-14), and effective leadership had a value of.801 (N-20). Cronbach's alpha is typically thought to be appropriate in a range of 0.70 or higher. Therefore, internal consistency demonstrated reliability in this study (Fannon, 2018).

Content Validity: The content validity index, or CVI, measures the proportion of items scoring a 3

or 4 on the expert scale. However, we utilized ten experts to assess the content validity of the questionnaire by asking participants to check the boxes that applied to the study's questions and follow the rules. The choices are scales with not-relevant values of 1 and 4, respectively. The researcher multiplied this total by 100 to get a reliability percentage and found that this device has a very high reliability of 90%. Evidence, however, indicated that a score below 70 indicated that the question needed to be reevaluated or was not appropriate for investigation (Singh et al., et al., 2019; Waltz et al., 2005).

Factor Analysis: To evaluate whether KMO values fall between 0.8 and Table 1. Researchers used factor analysis. If KMO standards of fewer than 0.6 recommend deficient selection, a remedial deed should be taken. However, the current study, tests by KMO and Bartlett found a .871 value. This finding suggests that the sampling strategy utilized in this study was appropriate

Table 1. KMO plus Bartlett's Assessment

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.871
	Approx. Chi-Square	1869.888
Bartlett's Test of Sphericity	df	190
	Sig	.000

Pilot test: A pilot test was undertaken by researchers. The pilot test also showed that the tools supported the researchers' commitment to every aspect of the final assessment. However, there were a few suggestions; it was modified as a result.

Descriptive analysis, regression analysis, and SPSS 20 version were all used in this study. In the current study, self-awareness was an independent variable, effective leadership was the dependent variable, and age, sex, education, experience, and marital status were controlled variables. Cochran's Formula was used to get the sample size by calculating the size of the entire research population. 429 people were included in the study since it was determined that the sample size of 422 was adequate for the 45,318 organizations listed in the Kathmandu valley in Nepal Business Directory, 2020. The participants who accepted to participate in the study provided their verbal consent, which was used to carry out the survey. The sample employed in the research did not represent the entire population, and the data collection tool had limitations in this hypothesis. As a result, the study's conclusions cannot be utilized for the entire Nepal population. The study's assumptions focus on how life skills of self-awareness affect leadership effectiveness in the digital age and how they relate to particular businesses in the Kathmandu valley.



Fig 1. Research Model

The Institutional Review Committee at Yeti Health Science Academy approved this study in terms of ethical approval. The National Ethical Review Committee (ERB) of Nepal's Health Research Council has authorized IRC (YHSA).

3. RESULTS

As the first stage of statistical analysis, age, gender, qualification, marital status, experience, social media engagement, and awareness training were examined. These are displayed in Table 2. Most participants (28.7%) are between the ages of 40 and 50; 72.7% are men; 49.% hold master's degrees; 77.6% are married; 65.7% obtained to participate in awareness training, and 61.3% commit 1.5 hours per day to SME at work.

Table 2. The socio-demographic characteristics of the participants

characteristics	Frequency	Percent
Age(Years)		
20- 30	52	12.1
30-40	94	21.9
40-50	123	28.7
50- 60	113	26.3
Above60	47	11
Gender		
male	312	72.7
Female	117	27.3
Qualification		
Bachelor	84	19.6
master	210	49
M.Phil.	12	2.8
PhD	123	28.7
Marital Status		
Single	96	22.4
married	333	77.6
Awareness training		
no	147	34.3
yes	282	65.7
Social Media Engagement (SME) per day (Hours)		
1.5	263	61.3
3.5	111	25.9
4.5	1	0.2
5.5	36	8.4
5.6	1	0.2
7.5	3	0.7
8	14	3.3

Table3. The study's primary goal is to determine how self-awareness influences effective leadership. Researchers have developed a hypothesis (H1) that aims to test this hypothesis. (H1). In the digital age, effective leadership (EL) is significantly influenced by self-awareness (SA). Descriptive statistics and linear regression analysis models were used, and the results are shown in Table 3. R. =

0.477, the R. square = 0.227, and the corrected R. square = 0.226. In this study, it was discovered that Hypothesis (H1) is accepted.

Table3. Summary of the regression model on self-awareness and leadership

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.477 ^a	0.227	0.226	0.29987

MEAN SA as a predictor (constant),

Mean leadership is a dependent factor

The means are significantly different, according to the ANOVA test. $P = .0000$ represents the self-awareness value and the calculated value was less than $P = .05$. The finding suggested a statistically significant difference between the groups found using ANOVA ($F = 427$) = 125.638; significant = .000b. As a result, evidence indicated that hypothesis (H1) was significant in this study. Therefore, self-awareness is an important indicator of enhancing one's effectiveness in the information age.

Table4. ANOVA^a Self-awareness and leadership effectiveness in an ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11.298	1	11.298	125.638	.000 ^b
Residual	38.397	427	.090		
Total	49.694	428			

a. Mean leadership is the dependent variable.

b. Predictors: MEAN SA, Constant,

To evaluate hypothesis (H2), a regression analysis model was utilized to determine the association between effective leadership and selected demographic factors such as age, gender, education, experiences, marital status, training, and social media engagement. Table 5. In this regression analysis model, the coefficients discovered that age has a beta coefficient of .004, gender has a beta coefficient of -.055, and experience has a beta coefficient of .097, qualification has a beta coefficient of -.013, awareness training has a beta coefficient of .066, and social media engagement has a beta coefficient of -.042. The findings indicated that successful leadership in the study positively correlates with people's age, marital status, experiences, and training. However, Gender, qualification, and social media involvement have not discovered any positive relationships.

Table 5. Summarizes the coefficients for selected socio-demographic variables.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	3.377	.093		36.501	.000
Social media engagement(hours)	-.008	.010	-.042	-.839	.402
Experience	.003	.002	.097	1.982	.048
Age	.000	.002	.004	.067	.947
Gender	-.042	.037	-.055	-1.134	.258
Qualification	-.004	.016	-.013	-.242	.809
Marital Status	.006	.044	.008	.144	.886
Awareness Training	.047	.035	.066	1.328	.185

a. Dependent Variable: Mean Leadership

4. DISCUSSION

This study aimed to determine how SA affected EL in the digital era. The investigation concentrated on the connections between the dependent variable EL and the independent variable SA. According to the study, SA and EL have shown a relationship. Being self-aware in everyday life is crucial for a leader to be effective in the information and digital age. Researchers chose self-awareness as a soft skill/life skill in this study, along with the top ten life skills identified by the World Health Organization. However, further evidence suggests the power of EI on SA and management performance (Bratton, Dodd, & Brown, 2011 ;), and provides leadership with a strong platform to build their understanding of the transformation process (Higgs & Brown & Rowland, 2010). For their leadership to be effective (Butler, Kwantes, & Boglarsky, 2014). Self-awareness is evolving into a conscious understanding of one's strengths, weaknesses, preferences, and predispositions. Being self-aware enables the leader first to recognize their own strengths and weaknesses and, as a result, be mindful of how they would react in difficult situations (Sengupta, 2018). In an empirical study, it was found that received self-awareness is individually associated with effective performance and recognizing barriers to achieving personal objectives, self-awareness is essential, but little is understood about the inter-individual approach to this vital part of goal striving. According to research, those who are more self-aware can see more barriers and able to navigate to achieve their objectives (Kreibich, Hennecke, & Brandstätter, 2020); an increasing body of empirical evidence indicates that effective leadership and self-awareness are associated (Ashley & Reiter-Palmon, 2012). Although self-awareness is a powerful skill for performance enhancement, the study enhanced the understanding of the relationship between self-awareness and leadership performance. A leader can have a range of effects on a single employee or a group of millions of individuals (Condon, 2011), while another systematic review study, concluded that SA has become a well-known "buzzword" in management literature. However, there is an overlap in the definitions of self-awareness, self-consciousness, and self-knowledge (Carden, Jones, & Passmore, 2022).

The current study confirmed the hypothesis and demonstrated incredible life skills that can improve leaders' personal competencies. Although it can be learned and developed, there are other factors that

can affect leadership, including age, gender, experience, education for training, and the use of social media engagement in the digital divide.

Suggestion and future studies

In this current study, researchers claimed that; the findings obtained from this study have advanced the theory and helped us develop suggestions for practitioners and policymakers. When looking at the results of our study, it becomes clear that the levels of self-awareness and effective leadership are not particularly high. Before data was collected for the study, it was assumed that there was a high correlation between self-awareness and effective leadership; however, the findings partially support/medium this assumption. The study's findings contributed to the literature in two significant ways. The first is that there haven't been strong conclusive findings about the relationships between self-awareness and effective leadership. The second factor is the conclusion that; the second factor is the finding of a clear correlation between people's age, marital status, experiences, and education/qualification.

It might be useful to make some recommendations to the organization's owner and managers in light of this investigation. To illustrate them: First, as this study's findings indicated, organizations may create clear, general rules to enable leaders and managers to understand each individual's strengths and weaknesses better.

Today's competitive environment, information age, globalization, and technological advancements force organizations to take action in order to survive. At this moment, individuals should receive various training, self-improvement, and self-evaluation to improve their abilities. In the information/digital era, social media is also one of the important tools for enhancing performance. Even though this study did not reveal any significant results, other evidence suggests it is effective. Regulation of social media engagement and creating of guidelines are essential to improve employee performance.

It would be suitable to provide some ideas for possible future research. Conducting cross-section studies at various points in time, in various regions of Nepal, and with certain organizations, such as the health, education, and banking sectors, will enhance the knowledge. Additionally, a large sample, qualitative analysis, and varied cultural contexts would be ideal for this study to fully understand self-awareness, effective leadership, and associated sociodemographic variables.

5. CONCLUSION

Self-awareness is a crucial life skill for enhancing personal leadership competency, such as boosting confidence, developing professionalism, empowering leadership, understanding emotions, and adjusting to working with colleagues in the information age. Significant levels of self-awareness, according to research, increase leadership effectiveness. Gaining confidence is crucial for a leader if they want to alleviate confidence at work. The best talent in the current and digital era may thus be leadership involvement, excitement, and empowerment at work, supplemented with the use of life skills of self-awareness.

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