



Problem Statement

- The big area we look at is how tech, leadership, and doing the right thing in business all work together so companies can do well and be good about it. Even though using data for making smart choices (Miller & Wilson, 2023), getting ready for tech changes like robots and smart machines (Zhang & Evans, 2023), and making a place where new ideas pop up all the time (Davis & Thompson, 2022) are super important, companies still find it hard. They struggle with making things too simple, maybe being a bit biased, and not really knowing what's going to happen in the future.
- Plus, figuring out how to make tough choices the right way (Roberts & Jones, 2022) adds more tricky stuff to deal with. We need a big plan that looks at all these things together because it's super important for businesses that want to stay ahead and do things right.

Why It's Important:

- Tackling these problems is key for companies that want to keep winning in a market that's always changing. Bringing together doing things right, leading well, and using new tech can make businesses stronger and more ready for anything.

What's Already Out There:

- There's a lot of talk and some plans on how to handle each part—like how to decide things ethically (Roberts & Jones, 2022), how good leaders make a business do better (Singh & Ahmed, 2021), and how using data can help make big decisions (Miller & Wilson, 2023).

Why We Need to Dig Deeper:

- There's a missing piece in how to mix all these ideas into one big strategy that companies can really use. This study wants to fill that hole by making a plan that uses new tech and good leadership to keep coming up with fresh ideas and do things right.

Research Objectives

- To investigate all the studies, we found about using data smartly, creating a place where new ideas grow, leading well, understanding customers, getting ready for tech changes, and making good choices in business to pick out the main points and plans.
- To mix up what we learn from all these different areas to show how tech, leading people, and doing things ethically in business are all connected.
- To make a big plan that brings these pieces together to help companies do well while being good about how they do it.
- To come up with real steps companies can take to use this big plan, focusing on making better leaders, deciding things ethically, and using tech to keep coming up with new ideas.
- To check if this big idea works by looking at real-life stories and studies, finding the best ways to do it, and seeing where we can make it even better.

Each goal is about fixing the problems we found by looking at how technology, leading people the right way, and making good choices can work together in today's business world.