

ABSTRACT

In the digital era, organizations face challenges in maintaining competitive advantage amid technological and market changes. This study aims to analyze the influence of digital leadership, hybrid work models, organizational culture, and innovation on organizational competitive advantage. This research employs a quantitative method with a Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach. Data were collected from 386 respondents working in the information technology, business consulting, telecommunications, and financial sectors, all of whom work in organizations that have implemented hybrid work models. The analysis was conducted to examine the relationships between variables and evaluate the role of innovation and organizational culture in enhancing organizational competitiveness. The findings indicate that digital leadership significantly influences organizational culture, innovation, and hybrid work models, which, in turn, positively impact competitive advantage. Hybrid work models contribute to employee flexibility and autonomy, fostering an innovative organizational culture and positively affecting competitive advantage. A strong organizational culture serves as a catalyst for innovation, playing a strategic role in maintaining long-term competitiveness. This study highlights the importance of implementing hybrid work models and strengthening an innovative culture to ensure organizations remain adaptive to technological advancements and market demands. The research contributes to digital transformation theory and provides practical insights for managers in adopting digital leadership, managing hybrid work models, and fostering innovation to enhance organizational competitiveness. Future research is recommended to explore these relationships in different industry sectors and consider additional variables, such as employee productivity, job satisfaction, and sustainable organizational competitiveness.

Keywords: *Digital Leadership, Organizational Culture, Hybrid Work Model, Innovation, Competitive Advantage*