



Bridging the Gap: A Systematic Review of Digital Literacy Initiatives for Business Leaders and their Role in Navigating Complex Media Landscapes and Communication Strategies

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ABSTRACT

In today's digital age, digital media literacy has become increasingly important for business leaders to navigate complex media landscapes and media communication strategies. However, there is a gap in the literature regarding digital media literacy initiatives specifically tailored for business leaders. The purpose of this review study is to identify and analyze the types of digital media literacy initiatives implemented for business leaders, examine their effectiveness, and explore their impact on organizational media communication strategies. This research synthesizes literature to inform digital leadership development, media communication planning, and organizational culture. A comprehensive literature review was undertaken utilizing several databases and sources. Only 35 of 85 identified studies were included in the review after applying inclusion criteria. To discover literature themes, trends, and gaps, these papers were evaluated. This review research shows that corporate executives need digital media literacy to navigate complicated media environments and media communication strategies. Top objectives include media executive education, mentorship and coaching, and digital transformation. These projects boost leadership, media communication, and digital-age organizational performance. This detailed assessment of business leaders digital media literacy programs and media communication techniques adds to the literature. This study has theoretical implications for digital media literacy and leadership development and practical consequences for businesses striving to improve leadership and media communication in the digital age. This study influences policy, practice, and positive change in organizations and communities globally.

Keywords: Digital Media Literacy, Business Leaders, Media Communication Strategies, Media Landscapes, Media Communications.

INTRODUCTION

Corporate leaders need digital media literacy. Information is collected, assessed, and distributed via technology in digital media literacy. Business leaders need digital media literacy to navigate the digital world, stay up with new technologies, and make data-driven performance-boosting decisions (Ruel, Rowlands, & Njoku, 2021). As digital technology transforms how businesses function and compete, administrators must strategically leverage digital tools and platforms. Online media platforms and digital technology have produced complex media

ecosystems with large data volumes, quick news and content delivery, and various information sources (Cetindamar Kozanoglu & Abedin, 2021). These innovations ease shareholder participation but annoy management. Leaders must discover reputable sources, assess massive volumes of data, and engage stakeholders across several digital channels to manage complex media environments (Buchholz, DeHart, & Moorman, 2020). Leaders without digital media literacy may struggle to communicate, make decisions, and manage their online reputation. In complex media situations, CEOs must manage media communication to engage stakeholders, give critical information, and achieve organizational goals (Tinmaz, Lee, Fanea-Ivanovici, & Baber, 2022). Effective media communication generates trust and credibility with consumers, workers, investors, and others, assuring organizational success. Traditional media communication methods fail in a digital, networked, information-rich society (Hyland-Wood, Gardner, Leask, & Ecker, 2021). Executives must use digital platforms, engage with audiences, and manage digital information overload.

Leadership development, digital media communication, and digital media literacy have been intensively researched in recent decades. Research shows corporate executives need digital media literacy (Contreras, Baykal, & Abid, 2020; Palalic, Ramadani, Mariam Gilani, Gërguri-Rashiti, & Dana, 2020). Organizational performance, competitive advantage, and leadership effectiveness suffer without these abilities. Leaders with advanced digital media literacy can exploit new technologies, overcome digital disruptions, and innovate (Alma Çallı, Özşahin, Coşkun, & Rıfat Arık, 2022; Obermayer, Kóvári, Leinonen, Bak, & Valeri, 2021). Academic research has studied how digital media literacy influences stakeholder involvement and media communication (Sarwatay, Raman, & Ramasubramanian, 2021). Digital media communication platforms and technologies may increase audience reach, brand awareness, and stakeholder involvement, according to research. Academic studies have examined how digital media literacy affects employee engagement, organizational success, and ethos. These studies emphasize the need to develop creativity and digital skills in businesses (Cetindamar Kozanoglu & Abedin, 2021). Despite growing academic study, business executives' digital media literacy programs and ability to navigate complex media environments and media communication methods are still little understood. Early research has studied how digital media literacy affects companies and leadership development (Alma Çallı et al., 2022), but less has examined how corporate executives face digitalization-era difficulties. There is little data on how company leaders' digital media literacy training influences organizational media communication. Prior studies have concentrated on single aspects of digital media literacy or media communication techniques, disregarding the holistic viewpoint needed to understand digital media literacy, leadership development, and corporate media communication (Cetindamar Kozanoglu & Abedin, 2021). Much research has studied how digital media literacy impacts leadership, but few on media communication and stakeholder involvement. Thus, current research must be examined to determine how digital media literacy training for business executives affects organizational media communication methods (Tinmaz et al., 2022). Our study integrates literature to find patterns, gaps, and future research and practice in leadership development and digital media literacy. We want to raise awareness of how digital media literacy helps business leaders succeed in the digital age. This research also intends to help corporate leaders create and implement effective digital media literacy programs.

This literature review examines corporate executive digital media literacy program studies. It examines how these programs help CEOs handle complex media environments and changing media communication methods. This research analyzes and evaluates corporate executive digital media literacy initiatives such as digital transformation, mentorship, and executive education. Additionally, it seeks to identify the key elements of effective digital media literacy campaigns. This entails examining the abilities, skills, and knowledge these programs aim to develop, the training methods, and the outcomes and implications. A literature review determines if digital media literacy can assist people navigate complex media contexts. This requires understanding top-level managers' approaches, challenges, and effects on media communication and stakeholder relations. It synthesizes literary evidence to draw practical and theoretical conclusions. The above effects affect digital leadership development, media communication planning, business culture, and competitive positioning.

This study has substantial theoretical and practical implications for organizational media communication, leadership development, and digital media literacy. Combining prior research and finding relevant trends, gaps in research, and prospects for additional study improves theoretical understanding of digital media literacy. The digital economy requires certain competencies, skills, and knowledge, which this research helps us comprehend. Digital media literacy programs for business executives and their impact on media communication strategies are examined. This report also offers policymakers, practitioners, and organizational leaders practical advice for improving digital organizational performance and leadership. This research examines how businesses may foster digital media literacy and creativity. It improves leaders' digital abilities and employs digital tools and platforms to accomplish strategic goals and organizational performance. The study seeks to determine the best digital media literacy promotion tactics. This research also intends to eliminate digital resource gaps and increase executive and company digital involvement, which has substantial societal ramifications. This research seeks to close the digital

divide and enable all enterprises and individuals to participate in the digital economy. It equips leaders with digital media literacy abilities to handle complicated media landscapes and media communication methods.

LITERATURE REVIEW

Digital technology has transformed company operations and media communication. The advent of social media, big data analytics, and cloud computing has forced organizations to manage more complex media environments (Bacalja, Beavis, & O'Brien, 2022). Business executives must be held accountable for efficiently using digital resources and managing media communication channels in this age of fast technological change. Many leaders struggle to use digital technology due to a lack of digital media literacy, perpetuating the digital divide. Digital media literacy includes accessing, assessing, and using digital information (Sarwatay et al., 2021). Digitally literate CEOs can evaluate, create, and use new digital trends and skills. Research shows that digitally savvy leaders capture new possibilities, react to market changes, and innovate. Digital media literacy is developing an increasingly importance, yet enterprise leaders nevertheless battle to recognize digital media literacy packages (Alma Çallı et al., 2022). Academics and practitioners are developing digital media literacy packages for enterprise leaders to cope with this hole. Training tasks, seminars, executive training guides, mentorship programs, and company guidelines inspire digital media literacy among agency leaders. These techniques enhance digital fluency (Bejaković & Mrnjavac, 2020). Programs cover social media control, statistics literacy, cybersecurity, virtual advertising, and records conversation. Learning digital media literacy consists of case research, simulations, and real-world duties (Knight, Dooly, & Barberà, 2023). Participating in pragmatic occasions and the use of digital standards in real life may additionally help company leaders draw close and bear in mind key concepts. Experience-based learning improves problem-solving and collaborative abilities for the changing media industry. Leadership is needed for enterprise digital media literacy efforts (A. S. Oyelere, Agbo, & Oyelere, 2023).

Digital Media Literacy Initiatives for Business Leaders

Corporate executive digital media literacy training assists executives in interacting and navigating complex media environments using various ways. Training and workshops improve digital media literacy among business leaders. Real-world business digital skills and technology training are provided (Alma Çallı et al., 2022). The session may include social media, data analytics, digital marketing, and cybersecurity. These programs reinforce skills with interactive exercises, case studies, and hands-on activities. Business executives develop digital media literacy in executive education (Sarwatay et al., 2021). To thrive, senior leaders must comprehend new technology, industry trends, and digital tools. These courses suit professional development needs. Executive education from professional development organizations, management institutions, and business universities helps executives negotiate digital life (Tinmaz et al., 2022). Mentoring and coaching can improve business executives' digital media literacy. These programs pair leaders with experienced mentors or coaches to teach, motivate, and assess digital skills. Mentors may help leaders utilize digital tools, test new technologies, and address digital challenges. Digital fluency rules and practices must be implemented by organizations (Heaney, Hunter, Clulow, Bowles, & Vardoulakis, 2021). Funding tech infrastructure, professional development, and digital skills incentives are solutions. Company policies that recognize, reward, and integrate digital media literacy into daily operations may prepare employees for the digital age. Successful digital media literacy programs have several qualities (Gray, Steel, & Adams, 2021). The programs are customized to each participant's needs, goals, and obstacles. Individualized programs that fit learning styles and capacities improve education. Respectable programs promote active learning and understanding using case studies, simulations, and practical projects. Senior management must promote digital media literacy (Sarwatay et al., 2021). Innovation and learning thrive in senior leadership that promotes digital capabilities. Senior leaders' involvement may inspire subordinates to improve their abilities and promote digital technology proficiency (Kateryna et al., 2020). Successful digital media literacy programs need continual monitoring and valuable feedback. These strategies help program managers evaluate and improve events. Knowledge, competence, conduct, and organizational impact are assessed (Silamut & Petsangsri, 2020). Feedback from stakeholders, mentors, participants, and instructors can improve the project and inform future editions. Successful digital media literacy programs foster member collaboration and professional networking (Radovanović et al., 2020). Community-building, group projects, and peer-to-peer learning improve learning and information exchange. Collaboration with business organizations, academic institutions, technology vendors, and other partners may enhance education by providing new resources and information (Cetindamar, Abedin, & Shirahada, 2021).

Role of Digital Media Literacy in Navigating Media Landscapes

Corporate executives need digital media literacy to navigate the complex media landscape. The content

stresses the complexity and diversity of current media environments and the challenges they pose for business executives (Polizzi, 2020). Social media, online news, blogs, and multimedia technologies spread information in today's linked world. Different media ecosystems provide organizations and workers with possibilities and difficulties for employee engagement. Research suggests digital media literacy is essential for recognizing and stopping bogus news and misinformation. Business executives with digital media literacy can evaluate information sources and make informed decisions (Cannon, 2023). Digital media literacy is essential for understanding audience behavior and communicating with relevant individuals across digital platforms, according to the survey. Business executives must adapt their media communication strategy to reach a big audience and respond to digital media changes. Digitally literate leaders may increase media communication and audience engagement with data analytics and audience insights (Aukerman & Chambers Schuldt, 2021). The study stresses digital media communication ethics, transparency, and honesty. Executives face ethical dilemmas including privacy, data protection, and online reputation management. Digital media literacy helps CEOs be ethical and build stakeholder trust in a connected environment. Digital media literacy has numerous benefits, yet CEOs struggle with media ecosystems (S. Tzima, Styliaras, Bassounas, & Tzima, 2020). Technological innovation requires leaders to upgrade their digital abilities and adapt to new platforms and technology. Digital advances may be difficult for executives without digital technology skills. Digital material may also cognitively and numerically overwhelm corporate leaders. Analyzing big data takes time and resources (Snow, Doucette, & Francis, 2020). Leadership can improve critical thinking and information management by improving digital media literacy. This helps digital media intelligence. Corporate leaders fear digital disinformation and false news. Deceptive or misleading information may quickly damage trust and reputation, costing firms money (Suwana, 2021). Digital media literacy helps leaders discover trustworthy and questionable sources and verify information before making decisions or dealing with stakeholders. Modern business executives must control their internet presence. Social media and review sites let stakeholders voice their thoughts and obtain knowledge (Knight et al., 2023). Digital media literacy may help CEOs handle criticism, maintain their online reputation, and avoid media attention. Executives use numerous methods to grasp digital technologies and media platforms to handle these concerns. Leadership demands continual training to keep up with technology and trends (Nichols & LeBlanc, 2021). Executive and professional development improve media navigation and digital media literacy. Organizational leaders may develop their digital skills and get fresh perspectives on digital media communication by working with peers and experts. Media executives discuss ideas, experiences, and triumphs and failures at networking events, conferences, and industry forums (Sarwatay et al., 2021).

Impact of Digital Media Literacy on Media Communication Strategies

The statistics show that digital media literacy influences media communication in numerous situations. Business leaders can better communicate with stakeholders with digital media literacy. The study concluded that digital media literacy enables targeted and specialized media communication to meet target groups' demands (Sarwatay et al., 2021). Audience insights and data analytics help leaders understand their target audience's demographics and psychographics. This allows exact message and product customization. Interactive storytelling and multimedia may help digitally literate CEOs produce engaging media communication pieces (Knight et al., 2023). Multimedia, social networking, and video-sharing platforms allow business executives to express themselves through visual storytelling, infographics, and interactive presentations. Digital media literacy may help leaders use stories to create emotions and stimulate business participation (Belda-Medina, 2022). Academic literature shows that digital media literacy promotes interpersonal openness, honesty, and trust. Digitally savvy business executives may interact with stakeholders more honestly. This allows them to quickly solve problems, share information, and get feedback. Building trust and meaningful relationships with audiences may help leaders become trustworthy information providers (Noguerón-Liu, 2020). Digital media literacy aids corporate executives in crisis media communication and brand protection from unfavorable publicity. Modern society, shaped by social media and regular news coverage, may change quickly. Therefore, leaders must be able to react quickly and decisively. Digitally literate leaders can manage online interactions, resolve issues quickly, and engage with stakeholders in a transparent and empathic manner (Heijsters et al., 2023).

Digital technology's integration with traditional media communication methods is noted in the literature. Business executives are augmenting traditional media communication channels with digital technologies, such as email, newsletters, press releases, and professional journals (Vraga & Jacobsen, 2020). Digital technologies like content management systems, email marketing platforms, and social media management tools may help leaders communicate better. They may engage audiences on several channels simultaneously (Iaia, Nespoli, Vicentini, Pironti, & Genovino, 2024). Corporate leaders may use email marketing systems to segment their subscriber lists by demographics, preferences, and past interactions to send tailored and targeted media communications. Content management systems let CEOs publish media-rich blog posts, essays, and whitepapers on their company's website or blog which boosts brand awareness and competence (Hyland-Wood et al., 2021). Business

leaders who want to communicate with stakeholders quickly and actively use social media. Leadership may utilize LinkedIn, Twitter, and Facebook to exchange information, announcements, and opinions, debate, and keep up with industry trends (Junusi, 2020). Leaders may better their message and develop loyalty using social media's reach and immediacy. Online forums, webinars, and virtual events allow corporate executives and stakeholders to communicate information. These interactive platforms let leaders present, moderate panels, and have attendance-based Q&As (Vraga & Jacobsen, 2020). Creating audience rapport and relationships. Integrating digital and conventional methods can improve business media communication strategies' reach, impact, and effectiveness. Leaders may engage stakeholders via CMS, email, social media, and virtual events. They can communicate targeted, personalized messages with honesty, transparency, and confidence. Executives can grasp media and personalize media communication to customers with digital media literacy which achieves business and media communication goals (Palalic et al., 2020).

METHODOLOGY

Search Strategy

A wide range of sources were searched for relevant studies for this systematic review. A thorough strategy included grey literature and internet resources known for scholarly and industrial research. PubMed, Scopus, Web of Science, and PsycINFO were carefully searched (Nawaz, Chen, & Su, 2023). Subject Headings terminology and relevant keywords were used to search digital media literacy, corporate leadership, media communication strategies, and media landscapes. The databases provide a diverse and relevant literature representation by containing many peer-reviewed publications in many disciplines. Grey literature including unpublished research, conference proceedings, and reports was searched alongside academic databases. Grey literature sources included organizational websites, industry publications, government data, Google Scholar, and OpenGrey. Corporate leaders gained market insights, case studies, and digital media literacy implementations from publications.

Inclusion and Exclusion Criteria for Studies

To guarantee scientific rigor and relevance, this systematic review carefully specified the criteria for adding and omitting papers to ensure that the research in question met its goals. Studies had to fulfill these criteria to be included: They had to complement their efforts with initiatives that improved digital media literacy among CEOs and business executives in diverse industries and organizations. They also needed to examine how digital media literacy affects complicated media environments and media communication tactics. This covers online reputation management, data analytics, data marketing, and cybersecurity. The study findings were to be published in reputable grey literature sites or peer-reviewed publications to ensure their validity and dependability. The articles have to be in English to help extract and synthesize data. To cover the latest advances, the papers were to be published from January 2020 to April 2024. Researchers who focused on students, educators, or healthcare professionals rather than business executives' digital media literacy initiatives were removed. In addition, research that focused solely on the technical features of digital technologies without evaluating their effects was omitted. Readability and accessibility issues led to the elimination of non-English or partially accessible scholarly publications. Any papers published before the requisite time period and duplicate research were removed to keep the literature current and distinct (**Table 1**).

Table 1. Inclusion and Exclusion Criteria for Studies

Inclusion Criteria	Exclusion Criteria
Focused specifically on digital media literacy initiatives	Did not focus specifically on digital media literacy initiatives for business leaders or executives
Examined the role of digital media literacy	not relevant to the topic of digital media literacy, media communication strategies, or media landscapes
Published in peer-reviewed journals or reputable sources	not available in full-text format or written in languages other than English
Written in English	Were published before the specified timeframe or were duplicates of previously identified studies

A systematic and thorough strategy was needed to choose relevant research that met the criteria and supported the systematic review. Screening titles and abstracts, assessing whole texts, and final inclusion based on eligibility criteria comprised the selection process (**Table 2**). First, two assessors independently examined each literature search record for relevance to the research subject and inclusion criteria. During title and abstract

screening, research that did not meet inclusion requirements was removed. The remaining papers were reviewed for systematic review eligibility using their full texts. During screening, reviewers resolved discrepancies and conflicts by conversation and consensus, with a third reviewer if needed. Screening criteria matched systematic review goals. These criteria sought research on how digital media literacy training for company leaders affected media communication strategies and media environments. Data from eligible research studies was gathered and analyzed.

Table 2. Process for Selecting Relevant Studies

Stage	Description
Title and Abstract Screening	Two independent reviewers screened titles and abstracts of retrieved records to assess relevance to the research question and inclusion criteria. Discrepancies were resolved through discussion or consultation with a third reviewer if necessary.
Full-text Review	Studies that passed the initial screening underwent full-text review to determine eligibility for inclusion based on predefined criteria. Discrepancies were resolved through consensus.
Final Inclusion	Studies meeting eligibility criteria were included in the final selection for data extraction and analysis.

Systematic data extraction from the mentioned studies was done. Detailed treatment information, outcomes, and notable results were collected using a systematic data extraction form. To meet systematic review goals, a data extraction form was devised and pilot tested to be complete and relevant (**Table 3**). Discussion and consensus resolved any discrepancies after the researcher gathered data separately from each publication. A database or spreadsheet was used to save the data for subsequent analysis. Design, sample size, participant demographics, intervention components, outcome measures, and outcomes were each study's key data. The synthesis findings were grouped topically and presented narratively to provide a full literature review that met the study's aims. To find patterns, similarities, and contrasts in the study, data synthesis involves recurrent examination and interpretation. After meticulous data analysis, the researchers found reoccurring themes and trends. The fundamental purpose of digital media literacy for business executives was to detect key findings and grasp their practical significance and future research possibilities.

Table 3. Data Extraction and Synthesis Methods

Process	Description
Data Extraction	Two reviewers independently extracted relevant data from included studies using a structured data extraction form. Discrepancies were resolved through discussion or consultation with a third reviewer if necessary.
Key Information Extracted	Study characteristics, participant demographics, intervention details, outcomes measured, and key findings were extracted from each study.
Data Synthesis	Extracted data were synthesized qualitatively to identify themes, patterns, and key insights related to digital media literacy initiatives for business leaders and their impact on media communication strategies.

Criteria for Evaluating the Quality of Included Studies

In order to ascertain the validity and robustness of the research, multiple criteria were employed to evaluate the quality of the study. The study design was initially evaluated for its congruence with the research question and objectives. Cohort studies, randomized controlled trials (RCTs), and qualitative research methodologies were deemed to possess superior methodological rigor. The adequacy of the sample size and the sampling methods were also assessed to determine the extent to which the results may be generalized to the broader population (**Table 4**). Research studies that had bigger sample sizes and well-documented sampling techniques were considered to be of higher quality due to their reliability and generalizability. Paying close attention to detail in data collection was also crucial. Research endeavors that utilized proven measurement tools, established methods, and strong data gathering approaches exhibited superior quality standards due to their ability to generate more precise and dependable findings. The validity, reliability, and significance of the outcome measures were also evaluated. Research articles that utilized objective, validated outcome measures with specific definitions and consistent assessments demonstrated superior quality compared to articles that relied on subjective or poorly defined criteria. The rigor and usefulness of data analysis techniques were assessed. Superior research articles employed suitable statistical techniques, considered potential confounding variables, and provided comprehensive justifications for their analytical procedures to ensure precise and understandable outcomes.

Furthermore, ethical aspects were assessed in order to safeguard the rights and welfare of the participants. The high-caliber research articles elucidated their ethical clearance, informed consent, and strategies for mitigating risks.

Table 4. Quality Assessment

Criteria for Evaluating Study Quality
Study Design: Appropriateness of study design to research question and objectives
Sample Size and Sampling Methods: Adequacy and representativeness of sample
Data Collection Methods: Rigor and validity of data collection techniques
Outcome Measures: Relevance, validity, and reliability of outcome measures
Data Analysis Methods: Appropriateness and rigor of data analysis techniques
Ethical Considerations: Adherence to ethical principles and guidelines

RESULTS

Overview of Digital Media Literacy Initiatives

Latest technological advancement and broad digital media use have changed company leadership. Complex marketplaces challenge companies' digital adaptation (**Table 5**). Corporate leaders must comprehend digital technology and settings (Suwana, 2021). This tendency drives digital media literacy programs to help business leaders succeed online. Digital media literacy requires innovation and digital leadership executive education programs, according to the literature. These programs teach firm managers to use digital disruptions, trends, and technology (Radovanović et al., 2020). These courses include digital strategy, data analytics, marketing, social media, and cybersecurity. CEOs learn digital management from them. Executive education students often feel more confident in their abilities to innovate, make educated judgments, and adjust to market changes. Confidence boosts business performance and competitiveness (Radovanović et al., 2020). Personalized government mentorship and training have improved digital media literacy in conjunction with executive training. Leaders learn virtual abilities from experienced mentors or coaches in these applications. Digital management mentorship and education packages offer hands-on, actual-international case research, and customized assessment (Hunt, 2023). Coaching and mentoring help leaders conquer challenges and build virtual-age self-assurance and motivation. To inspire virtual flexibility and innovation, organizations are spending extra on digital transformation. This calls for adopting new technologies, converting corporate methods, and inspiring experimentation (Wales, 2020). Business leaders may additionally boost up virtual transformation by means of facilitating alternate, encouraging move-functional cooperation, and adopting a new era. Digital transformation helps organizations adapt to market changes, seize new opportunities, and stay ahead in today's tech-driven corporate environment.

Table 5. Overview of Digital Media Literacy Initiatives

Initiative	Description
Executive Education Programs	Programs focused on digital leadership and innovation, providing leaders with knowledge and skills in digital strategy, data analytics, digital marketing, and cybersecurity.
Mentorship and Coaching Programs	Programs pairing leaders with mentors or coaches to provide personalized guidance and support in developing digital competencies and leadership skills.
Digital Transformation Initiatives	Initiatives aimed at fostering a culture of digital innovation and agility within organizations, involving restructuring of processes, adoption of digital technologies, and mindset shifts.

Literature review data improves business executives' digital media literacy. Many studies demonstrate these programs boost company performance, decision-making, and leadership (**Table 6**). Executive education programs improve executives' digital and strategic abilities, enabling them to effectively handle digital concerns and embrace new opportunities, according to research (Radovanović et al., 2020). Mentoring and coaching boost leadership, media communication, self-awareness, and teamwork. Digital transformation improves performance, agility, and culture, research reveals. This lets companies grow and react fast to market developments. Successful executive digital media literacy programs are difficult to develop and maintain (Martzoukou, 2020). With rapidly changing technology and digital trends, ongoing education and skill development are challenges. Chief executives

must invest in professional development to compete in the digital economy. Digital media literacy requires leadership and a healthy workplace (Ruel et al., 2021). Leaders must promote and model digital media literacy. The environment should encourage creativity and discovery. Digital media literacy programs provide performance-focused business executives with the knowledge, skills, and mindset to flourish in the digital economy. In a connected world, digital transformation, executive education, mentorship, and coaching may help CEOs. Digital media literacy may help leaders seize digital opportunities, solve digital challenges, and prosper in the digital age (Falloon, 2020).

Table 6. Characteristics of Effective Digital Media Literacy Initiatives

Characteristic	Description
Tailored Content	Customized content addressing the specific needs and challenges of business leaders, ensuring relevance and applicability.
Practical Application	Emphasis on hands-on learning experiences, real-world case studies, and simulations to enable leaders to apply digital concepts and strategies in their organizational context.
Personalized Support	Provision of personalized guidance, feedback, and coaching from experienced mentors or coaches to support leaders in their digital learning journey and overcome challenges.
Continuous Learning	Integration of ongoing learning opportunities and resources to facilitate continuous skill development and adaptation to evolving technologies and digital trends.

Role of Digital Media Literacy in Navigating Media Landscapes

According to the studies, business executives handle complicated media ecosystems in numerous ways (Table 7). CEOs may enlighten stakeholders, grow their brand, and communicate through social media, blogs, podcasts, and online forums with a multi-channel media engagement plan. CEOs may become industry gurus and reach more people by increasing their media presence (Polizzi, 2020). Company executives also examine online conversations, brand sentiment, and new trends and opportunities using media monitoring and analytics. The tools let CEOs assess industry trends, public mood, and competitive activity to make better decisions and change their media communication style (Cannon, 2023). Leaders in the digital age value open stakeholder conversations. Reciprocal media communication, audience participation, and quick reactions may improve leadership's media power. These activities gain audience and leader trust. Despite progress, business executives struggle in media ecosystems (Sylla et al., 2019). Rapid technical innovation and changing digital media platforms provide issues. Leaders must continually research and adopt new technology, trends, and best practices. Many hours and resources are needed. Executives trying to handle media with integrity and ethics struggle with the widespread spread of misinformation, online misinformation, and deliberate deception. Leaders must be vigilant in choosing credible sources, validating information before releasing it, and battling fraudulent narratives that might harm their credibility. Digital leaders struggle to prioritize and filter information from many sources. To minimize information overload, executives must employ filters, alerts, and notifications (Tzima et al., 2020).

Table 7. Strategies for Navigating Complex Media Landscapes

Strategies	Description
Multi-Channel Engagement	Utilizing diverse digital platforms to engage with stakeholders, disseminate information, and build relationships.
Media Monitoring and Analytics	Employing tools to track online conversations, monitor brand sentiment, and identify emerging trends and opportunities.
Authentic Relationship Building	Fostering authentic and transparent relationships with stakeholders through two-way media communication and engagement.
Continuous Learning	Embracing a culture of continuous learning and adaptation to stay abreast of emerging media communication trends and tools.
Critical Thinking	Developing strong critical thinking skills to evaluate information critically, discern fact from opinion, and identify bias.

Corporate executives must understand digital media and its challenges. Technology, information, and media abilities are needed for digital media literacy (Table 8). Information literacy helps leaders assess several data sources. Trust sources and verify the information before sharing (Aukerman & Chambers Schuldt, 2021). Leaders may improve their information literacy to combat misinformation and preserve media credibility. Media literacy helps leaders identify propaganda, truth, and bias. Leaders with media literacy can traverse media settings and detect media and opinion leaders' hidden goals, persuasive approaches, and rhetorical tactics to influence public

opinion (Tzima et al., 2020). Business leaders require IT abilities for digital media navigation. Technology-savvy CEOs may examine their media communication plan, uncover patterns, and analyze internet comments using media monitoring and analytics tools. Technical literacy gives leaders an edge in the ever-changing digital world by helping them adapt fast to new technologies and platforms (Snow et al., 2020). Media navigation entails virtual literacy, including content creation, on-line participation, and narrative. Experts in digital storytelling have the ability to expand and inspire narratives. These memories evoke a strong response from their audience, amplifying their media impact. Leaders may effectively engage stakeholders, initiate conversations, and express their opinions on social media through digital media literacy. Leaders can construct loyalty, begin important conversations, and boost business enterprise overall performance online (Polizzi, 2020).

Table 8. Challenges Faced by Business Leaders in Media Navigation

Challenges	Description
Rapid Technological Change	Keeping pace with the rapid evolution of digital technologies and the ever-changing media landscape.
Fake News and Misinformation	Addressing the proliferation of fake news, misinformation, and online disinformation that undermines credibility.
Information Overload	Managing the overwhelming volume of information available in the digital age, makes it difficult to prioritize.
Maintaining Authenticity	Striking a balance between transparency and privacy while upholding authenticity and integrity in media communications.
Filtering Relevant Information	Developing effective strategies to filter relevant information from noise and discern credible sources from unreliable ones.

Impact on Media Communication Strategies

Businesses today consider digital media literacy training crucial for media communication. Executives analyze virtual literacy to ensure that their media communications align with the commercial enterprise's goals, values, and target audience (Table 9). They can perceive the most important problems, modify content material to stakeholder needs, and communicate digitally (Noguerón-Liu, 2020). Leaders might also boost communicate by sharing engaging stories and making meaningful relationships. Technological literacy facilitates leaders to market their ideas. Social media, blogs, podcasts, and others may additionally permit leaders fast engage stakeholders and share ideas. Digital management promotes openness, engagement, and accessibility in conversation, enhancing target audience relations and business popularity (Newman, Ford, & Marshall, 2020). Continuous studying and adaptability are key to digital media literacy efforts. Executives can also monitor communication trends, technology, and best practices. Fast-paced virtual environments require agility and response. Digital media literacy programs provide leaders with the confidence to attempt new conversation strategies, examine their effectiveness, and improve based on feedback and new facts (Akdere & Egan, 2020). Flexibility gives corporations a digital part by way of permitting them to speedy adapt to shifting conversation dynamics. Digital media literacy projects empower, cooperate, and share information throughout the organization. Digital media literacy training improves leaders' interdepartmental media communication, compartmentalization deconstruction, and go-practical cooperation. Digital media literacy improves corporation media communication, innovation, and transformation. Staff knowledge and creativity in collaborative media communication may boost innovation and efficiency (Kjellström, Stålné, & Törnblom, 2020).

Table 9. Impact of Digital Media Literacy on Media Communication Strategies

Impact	Description
Strategic Alignment	Aligning media communication strategies with organizational goals and objectives to enhance effectiveness and impact.
Enhanced Reach and Engagement	Utilizing digital channels to enhance communication and interact with stakeholders, cultivating stronger relationships.
Innovation and Adaptability	Fostering a culture of innovation and adaptation, enabling leaders to experiment with new tools and strategies.
Transparency and Authenticity	Building trust and credibility with stakeholders through transparent, authentic, and two-way media communication.
Continuous Improvement	Embracing a culture of continuous learning and improvement, enabling leaders to iterate and refine media communication strategies.

Senior leaders of a worldwide company receive digital media literacy training to boost innovation and media communication. The program helps CEOs use social media for brand exposure, thought leadership, and customer engagement. Digital media improves the company's online presence, client loyalty, and market position (Mysirlaki & Paraskeva, 2020). To increase digital content and storytelling, its executive staff in digital media literacy. Provocative stories, interactive multimedia, and digital platforms to promote the organization's mission are taught to executives. Practical seminars and mentoring do this (Kim & Park, 2020). Thus, the group obtains popularity, recruits more members, and efficiently mobilizes resources to achieve its purpose. A new company's workforce digital media literacy training emphasizes the need for clear media communication for commercial success. Interactive training and hands-on activities teach employees how to communicate critical concepts online, engage stakeholders and consumers, and build enduring connections. The firm sees happier customers, brand loyalty, and competitive market growth (Newman et al., 2020).

DISCUSSION

In the discussion chapter, the study contextualizes the corporate executive digital media literacy training literature review. Digital media literacy treatments boost leaders' digital abilities. Our literature research indicated that innovation and digital leadership executive education programs are the most common. These programs may teach executives about digital trends, technologies, and disruptions (Contreras et al., 2020). They help executives create plans to innovate and achieve a competitive edge using these technologies. Executive education programs function because they yield favorable results, says a study. Research shows that CEOs who take digital leadership training are more confident in their digital problem-solving and opportunity-seizing abilities (Palalic et al., 2020). Executive education boosts leadership, performance, and market position. Business executive mentoring and coaching are essential digital media literacy practices, according to literature. These programs provide executives with individualized digital skill development from qualified mentors or coaches (Alma Çalli et al., 2022). CEOs receive personalized coaching to navigate digital environments, engage stakeholders, and change organizations. Participants' achievement indicates mentoring and coaching work. CEOs who participate in coaching and mentoring programs improve media communication, teamwork, self-awareness, and decision-making, according to research. Mentoring improves team culture, engagement, and retention. For digital innovation and agility, organizations are investing more in executive education, mentorship/coaching, and digital transformation. This includes leveraging digital technologies, altering organizational practices, and stimulating innovation and education. Business leaders may drastically affect digital transformation operations by supporting change, encouraging departmental cooperation, and showing digital competence and agility (Silamut & Petsangri, 2020). Organizational culture, agility, and performance change with digital transformation. Digital transformation boosts productivity, employee engagement, customer satisfaction, market innovation, and competitiveness. Progressive and forward-thinking business executives inspire their employees to accept change and advance the organization by supporting digital transformation projects.

The research outlines ways business executives can tackle media complexity. Multi-channel media engagement works nicely. Social media, blogs, podcasts, and online forums are used to inform, engage stakeholders, and promote the organization. By increasing their media presence, CEOs may become industry leaders and reach more people. Company executives also examine online conversations, brand sentiment, and new trends and opportunities using media monitoring and analytics (Junusi, 2020). CEOs may use these tools to assess market trends, public mood, and rival activity to make decisions and change their media communication style. Leaders can raise media engagement and target market reach with statistics-pushed insights. Media navigation calls for stakeholders to speak. Active verbal exchange, critical assessment, and reaction to questions and concerns may broaden acceptance as true and self-assurance in enterprise leaders (Contreras et al., 2020). Leaders may additionally get media interest and loyalty by developing stakeholder connections. Media ecosystems venture corporate leaders notwithstanding advances. Speedy technological development and transferring virtual media platforms generate issues. Leaders should constantly discover and enforce new tech, tendencies, and satisfactory practices. Many hours and sources are wished. Online fraud, fake news, and disinformation make media ethics hard for company executives. Leaders must compare resources cautiously, affirm statistics earlier than dispensing them, and combat reputation-adverse falsehoods (Radovanović et al., 2020). Digitized data overload is a concern. Leaders may also struggle to discover and clear out critical information from several sources. To take care of records overload, executives must filter out, alert, and notify. Despite these demanding situations, commercial enterprise executives ought to draw close to digital technologies to control media ecosystems. Digital media literacy consists of generation, facts, and media competencies. Before providing records, statistics literacy leaders may additionally compare dependable resources Media literacy reveals media bias,

manipulation, and fraud to leaders. Leaders require technical literacy to use media platforms and technology (H. Park, Kim, & Park, 2021).

Digital media literacy programs affect how company executives engage with stakeholders and use digital tools to achieve goals. A detailed literature study shows that these courses help executives build strategic media communication that supports the company's values. Executive development, mentorship, and digital transformation programs teach digital media communication, mindset, and knowledge. Digital media literacy programs improve media messaging and viewers (Falloon, 2020). Digital media literacy training helps leaders share information, thoughts, and connect with stakeholders via social media, blogs, and podcasts. To boost media visibility, credibility, and impact, CEOs might use digital platforms to communicate. Digital media literacy allows CEOs to use media monitoring and analytics tools for data-driven media communication. They may track business mood, internet debates, and emerging trends. Leadership may be evaluated using data and insights (Ruel et al., 2021). Data-driven systems guide CEOs' media communications. This links strategy to corporate goals and streamlines measurement. CEOs may build stakeholder trust through digital media literacy programs that encourage honesty and openness. Leadership may improve a firm reputation and customer relations by encouraging open media communication, asking for input, and addressing issues quickly. Media communication that builds stakeholder support boosts the company's reputation and loyalty.

CONCLUSION

The study found that digital media literacy training helps business leaders navigate complicated media landscapes and establish media communication strategies. Leadership development, media communication planning, company culture, and digital competitive positioning were revealed by a comprehensive literature review. According to studies, digital media literacy programs give business executives the skills, knowledge, and competencies they need to flourish in the information-rich and networked 21st century. Digital media literacy may boost creativity, leadership, and culture. Digitally literate leaders can navigate media environments, communicate efficiently, and use digital tools and platforms to achieve strategic goals and improve organizational effectiveness. The research emphasizes business strategic media communication planning. Knowing how digital media literacy programs affect media communication strategies helps companies design better plans that use digital platforms and technology to engage target audiences, offer critical information, and achieve goals. Data helps leaders improve media communication, quantify its impact, and boost their online reputation. This study also reveals how digital media literacy programs alter company culture. By encouraging digital skills and creative problem-solving, companies may help employees adapt to new conditions, keep up with technology, and drive organizational transformation. Leaders promote digital media literacy by fostering cooperation, information sharing, and digital skills and flexibility. This research stresses networking and stakeholder participation in the digital era. Leaders build stakeholder trust, meaningful relationships, and business reputation via honest media communication. Digital tools and platforms allow organizations to exchange knowledge and engage with stakeholders in real time. This improves business and relationships. This research advances digital leadership and literacy. This study shows how digital media literacy training for company executives affects organizational effectiveness. It uses current research and addresses significant topics and trends.

IMPLICATIONS

This study improves digital media literacy and leadership mindset. This study provides fresh information and identifies digital media literacy debate issues and trends. Navigating complex media and media communication situations requires digital media literacy. Digital media literacy principles in leadership theory may help us understand digital leadership abilities, knowledge, and competencies. The study's findings may help. The study has practical implications for corporate leadership development. The data may be utilized to create and implement digital media literacy programs for leaders. Leadership development programs that emphasize digital media literacy can improve digital success. Digital media literacy training equips leaders to lead teams, innovate, and adapt to changing market conditions for long-term success. These findings are crucial for business strategic media communication initiatives. Understanding how digital media literacy programs affect media communication strategies helps organizations create better plans that engage target audiences and achieve goals using digital platforms and resources. Leaders may communicate data-driven. Media monitoring and analytics may help them track online conversations, analyze their message, and adjust their strategy. Businesses must promote digital media literacy and innovation, according to this research. Encourage continual learning and

invest in digital media literacy to enable employees to alter and enhance their organizations. Leaders are needed for digital media literacy, cooperation, information exchange, and exceptional digital skills and flexibility. A company's digital culture may help it succeed in today's fast-changing industry. This research emphasizes stakeholder participation and connection development in the digital era. Leaders build stakeholder trust, meaningful relationships, and business reputation via honest media communication. Digital platforms may circulate information, provide quick insights, and engage stakeholders across media. Companies may become industry leaders by aligning media communication with goals. This will boost digital economic success for the firm. Conclusion: The study impacts the company's market position and competitiveness. Promoting digital media literacy may help businesses compete. They may differentiate themselves and improve brand awareness. Digital media communication helps leaders influence public opinion, convey their message, and reach more people. Leadership may position their companies as industry leaders by aligning media communication with corporate goals. This will advance the digital economy.

LIMITATIONS

This research emphasizes the necessity of digital media literacy training for company leaders in media settings and media communication techniques, although it has several limitations. Academic publications and research may first limit the literature review. Despite intensive searches across several databases and sources, essential content may have been missed. Disparities in study quality and completeness may also impact dependability and relevance. We tried to incorporate peer-reviewed papers and credible sources however, research design, technique, and data collecting may cause evidence quality discrepancies. Inferences and interpretations based on synthesized data must be made with caution. This study may have been affected by publication bias, since journals favor research with statistically significant results over those with null or non-significant conclusions. Therefore, the synthesised data may encourage digital media literacy program studies with positive effects. This may overestimate these efforts' impact on organizational performance and leadership development. Contextual factors like firm size, sector, and geography may limit the applicability of the findings. Due to its focus, this research may only apply to particular leadership or organizational circumstances. Applying the results to new circumstances or groups needs caution, taking into account individual variables and factors that may alter the outcome. Finally, this study examines how digital media literacy programs increase leadership and media communication abilities without neglecting other impacts or opportunities for further investigation. In addition, digital media literacy's implications on organizational culture, morale, and output need additional investigation. Further research on digital media literacy can assist us in comprehending its value for IT companies and leaders.

FUTURE DIRECTIONS

The study's findings and limitations may help us understand how corporate leaders digital media literacy training affects organizational performance in future studies. The long-term effects of digital media literacy training on leadership and firm performance need additional study. The impacts of digital media literacy on firm performance, employee engagement, and leadership effectiveness may be evaluated longitudinally. Future research should study how digital media literacy affects leadership and company goals. Leaders' opinions on digital media literacy training and organizational variables can be examined in qualitative research. Digital media literacy efforts benefit from mechanism and source research. Further studies should examine how company culture influences digital media literacy efforts. Company culture influences digital media literacy program adoption and integration. Leadership effectiveness, digital skills, and organizational culture may be examined in the next study to see which characteristics affect digital competency in organizations. Research should study how digital media literacy affects inclusion, equity, and diversity. Digital media literacy programs must welcome personnel of various backgrounds and skill levels. Therefore, more studies may explore how digital media literacy programs might promote justice and inclusion in organizations and address diverse groups' needs. Research is needed to assess how changing technologies affect leadership and digital media literacy. Due to rapid technological change, CEOs must continually develop new digital skills to compete. Future studies may examine how VR, blockchain, and AI affect leadership and digital media literacy. Executives and organizations face new possibilities and difficulties in the digital era. Further research should explore the viability and expansion potential of organizational digital media literacy initiatives. Digital media literacy training initiatives may benefit organizations immediately, but their long-term impact is unclear. Further research can examine the variables that

affect the long-term viability and resilience of digital media literacy programs to determine the best methods and approaches to maximize the economic benefits of training and developing digital media literacy skills.

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CONFLICT OF INTEREST

No conflict of interest was declared by the authors.

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