

**MASTERING DIGITAL TRANSFORMATION IN THE BANKING  
SECTOR OF THE AMPARA DISTRICT: EXPLORING THE  
NEXEUS BETWEEN LEADERSHIP, AGILITY, AND DIGITAL  
STRATEGY**

**BY:**

**KALU ARACHCHILLAGE SAHAN RANDUNU BANDARA**

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## ABSTRACT

This research is to investigate the relationship that exists between organizational agility, digital leadership and digital strategy in perpetrating the digital transformation within the banking industry of Ampara District. The design of the study incorporated quantitative research based on the positivism school of thought and deductive approach, thus seeking to verify hypotheses that had been established. It was a survey strategy where the questionnaire was carried out using the online method and the questionnaire was given to the employees of the commercial banks with a sample size of 240 respondents. These data have been analyzed with the help of SPSS software, and the regression analysis has been used to determine how independent variables impact outcomes of digital transformation.

It was found that the effects of organizational agility ( $\beta = 0.722$ ,  $p = 0.000$ ), digital leadership ( $\beta = 0.803$ ,  $p = 0.000$ ), and digital strategy ( $\beta = 0.646$ ,  $p = 0.000$ ) on digital transformation were significance positively which confirmed all three hypotheses. The findings reiterate the importance of agility in facilitating effective efforts among the banks sector combined with good leadership and planning.

The study supports this conclusion, based on the findings, that agility, effective digital leadership and having a strong digital game plan is necessary to enable banks to excel during the digital age. Amongst the suggestions that can be made would be leadership development programs, building of agility and review of digital strategy every now and then to keep abreast of the changes in technology.

***Keywords: Digital Transformation, Organizational Agility, Digital Leadership, Digital Strategy***

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