CHANGES IN THE IT SECTOR'S LEADERSHIP QUALITIES BEFORE AND AFTER COVID 19

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ABSTRACT

The present global crisis is not a financial one, but a decision-making catastrophe. Values govern decision-making, and the inquiry is about the values of the present "leaders." The purpose of this research is to investigate the traits and characteristics of leadership that need to be addressed. One of these facets is successful leadership, which does not suffer from technical limitations, but rather from a focus on categorical ideals. Another component is leadership, which is often based on appearance rather than accountability and effort. The study's primary objective was to deduce the establishment of situational leadership during the COVID-19 pandemic, dubbed new normal leadership, among Hyderabad-based information technology employees. To accomplish this objective, the researcher chose different IT industries from among Hyderabad's IT companies. The study used a qualitative research approach in order to characterize people' lived experiences with a particular occurrence or human situation. The data analysis retrieved themes from the acquired data using transcriptions, codes, and triangulations. The findings indicate that: (1) New Normal Leadership is the capacity to adapt while being steadfast in one's commitment; (2) It is about being an effective instructional decision-maker; and (3) It is about being a planner, vigilant, and initiator. At the completion of this investigation, conclusions were taken and suggestions made, including the need for future quantitative testing of this extracted theory, which is highly suggested for confirmatory and more in-depth studies.

KEYWORDS: *COVID 19, Leadership, Human Resources, Conflict Management & Organizational Behavior.*