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Purpose

The study aims to focus on the necessity for advanced transformational leadership and integration of technology in accomplishing sustainable goals through proactive, innovative approaches to thrive in a complex and environment-conscious world. The integration of metaverse technological adaption and information technological capabilities marks a significant evolution beyond traditional models; enhances the strategies and practices of organizations.

Design/methodology/approach

The three-wave study design included 448 IT leaders (CEOs, Directors and Managers) in India, Bangladesh, Bhutan and Indonesia. The data was analyzed using PLS-SEM 4 (v4.0.9.9) software.

Findings

The results suggest that green transformational leadership (GTL) positively influence green organizational agility (GOA). There is a positive relationship between GTL and GOA through green human resource management practices (green training and development and green compensation and rewards). Information technology capabilities of the leaders help in moderating organizational innovativeness and through this metaverse adoption moderate organizational agility.

Research limitations/implications

The innovative application of upper-echelon theory builds up a fresh perspective on leader's role in the organization by shifting the emphasis from traits to attitudes influencing effectiveness in promoting green culture. Adopting metaverse in the organizations would help