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**ORGANIZATIONAL CULTURE AND LEADERSHIP STYLE KEY FACTORS IN ORGANIZATIONAL ADAPTATION PROCESS**

***Abstract***

*This paper intends to theorize about how the specific leadership style affects the organizational adaptation in terms of its external environment through fostering the desired organizational culture. Adaptation success, the dimensions of organizational culture and executive leadeship role in fostering the desired corporate culture conducive to the organizational adaptation process are disscused in this paper. The objective of this paper is to highlight the top executive managers’ crucial role and their leadership style in creating such an internal climate within an organization that, in turn, encourage and strengthen the implementation of changes and adaptation to its environment.* *The limitations of this study lie in the consideration that this subject matter is discussed only at a theoretical level and that its validity should be proved through practical application.*

***Keywords: Organizational culture, leadership style, organizational adaptation***

**Ivona Vrdoljak Raguž** was born in Split in 1979. In 2009 she obtained her Ph.D. degree at the Faculty of Economics University of Split. Since March 2002 she is employed at University of Dubrovnik. She was Head of the Department of Economics and Business and from 2014. she is Vice Rector for Business and Finance at the University of Dubrovnik. She participated as researcher and project manager at several international, national scientific and professional projects. She is a member of organizing and program committees of numerous international scientific conferences. She is also associate editor, reviewer and invited speaker of numerous national and international journals, and national and international conferences. She has published more than 60 scientific papers, five professional papers, eight books and nine book chapters. Her main research interest are: strategic management, competitiveness, corporate governance and leadership. She is married and mother of one son.

**Senka Borovac Zekan** was born in Split, Croatia in 1975. She is married and has three children. She is currently employed as a lecturer at the University Department of Professional Studies in Split. Her field of interest is Management. Since she became a young scientist she published a series of papers in national and international journals and participated in a series of conferences in the field of management, with a special interest in leadership. She is currently woking on her PhD thesis “The Learning Organization as a model of Company’s adaptation to the Environmental Complexity.”

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