

## **Abstract**

This study examines whether workforce agility via financial and non-financial performance influences corporate reputation and whether transformational leadership of top management and talent management via workforce agility impact financial and non-financial performance of information technology firms. Standard inventories were used to measure corporate reputation, non-financial performance, workforce agility, and leadership. An inventory was developed and validated to assess talent management. Data on financial performance, stock-listing status, firm size, and location of the firm in the information technology hub were collected from secondary sources. When the effect of stock-listing status was controlled, firm performance improved corporate reputation. High (low) workforce agility via increased (decreased) firm performance was associated with high (low) corporate reputation. Furthermore, transformational leadership of top management and talent management via workforce agility were positively related to firm performance. The effect-sizes of indirect effects were high, and there were full mediation except for the impact of workforce agility via financial performance on corporate reputation. Conclusively, improved transformational leadership of the top management and talent management of the firm will improve the workforce agility, and the improved workforce agility will improve the firm performance that will beget corporate reputation.

**Keywords:** Corporate reputation, firm performance, leadership, talent management, workforce agility