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## Change Management. A Crucial Aspect for Understanding and Measuring Organizational Performance

By Laila Habib

GRIN Publishing Jul 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Research Paper (undergraduate) from the year 2014 in the subject Business economics - Business Management, Corporate Governance, grade: B, Robert Gordon University Aberdeen, course: MSc International Business, language: English, abstract: An organization today regardless of its size is faced with the challenge of adaptability with the external and internal environment. Changes in an organization may sometimes be beneficial or have adverse affects on the growth in terms of profits and losses. In today's volatile business environment, one of the key aspects is measuring the performance of the organizations resources inclusive of human and monetary elements. Global transformation, competitive markets and demanding customers are the key indicators of how the organization is performing in the market. Because of the rise in the competition level companies are forced to adopt strategies that involve retrenchment, trading stocks and even considering mergers and acquisitions to improve performance. Managing change can only be effective if the strategists at the top level consider analyzing the market situation before implementing changes. 24 pp. Englisch.



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