

JEL Classification: M10, M11, M12, D81

DOI: <http://doi.org/10.34025/2310-8185-2024-4.96.10>

Halyna Dolha, Candidate of Economic Sciences,
Associate Professor,
<https://orcid.org/0000-0003-2926-8505>
Chernivtsi Institute of Trade and Economics of SUTE,
Chernivtsi

ORGANIZATIONAL CHANGES AS AN ELEMENT OF STRATEGIC MANAGEMENT OF AN ENTERPRISE

Summary

Successful organizational change should not only have a rational impact, but also emotionally engage those affected by it. To achieve this, it is necessary to develop a change process and create favorable circumstances for its implementation. The content and nature of organizational change can vary from the digital transformation of the company to the appointment of a new CEO of the organization. When significant changes occur, whether in tools, processes or people, companies need to ensure that the changes are smooth and that employees feel comfortable. If companies are not prepared for the upheavals and radical changes that may occur during the transition period, the goals of organizational change may not be achieved. By applying organizational change management methods, companies can easily navigate difficult transitions from one state to another. When employees resist change, companies can provide them with clear and consistent guidance that will help them adapt to new processes and tools.

The purpose of the article is to analyze the definition of organizational change strategies and measures for their successful implementation. The theoretical and methodological basis of the study consists in: fundamental principles of management, formal logic, general scientific theoretical methods of generalization, comparison, which involves a sequential and structural analysis of basic terms and concepts (when studying the essence and content of the concept of "organizational change"); a combination of methods of systemic and logical-sequential analysis to assess the dynamics of the studied processes (when forming organizational change strategies); analysis and synthesis (when analyzing the stages of organizational change planning, as well as ways to successfully implement organizational change).

The article explores the essence of organizational change, forms the main strategies of organizational change; justifies the stages of organizational change planning; suggests ways to successfully implement organizational change, increase efficiency, improve teamwork, and improve financial performance.

Having a reliable change plan, companies can measure the progress of changes and collect feedback to ensure the achievement of set goals. Organizational change

management is also important for maintaining a positive corporate culture. If changes are imposed on employees without creating an atmosphere of trust and cooperation, the culture of the organization will be undermined. Prospects for further research. Conducting research and studying the problem of employee resistance to organizational change, as well as paying great attention to the process of adapting foreign experience of successful organizational changes at domestic enterprises.

Keywords: changes, organizational changes, strategy, enterprise, process, circumstances, director, employees, organizational culture, atmosphere of trust.

Number of sources – 10, number of tables – 1, number of drawings – 1.

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