MANAGING CHANGE IN ORGANIZATION: CHALLENGES AND SOLUTIONS

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ABSTRACT

Change is the law of nature. Nothing is permanent except change. It is required of management to manage change properly. An organization must develop adaptability to change otherwise it will either be left behind or be swept away by the forces of change. There are many forces, which are acting on the organization, which make change not only desirable but also inevitable. These forces include technology, market forces and general socio-economic environments. These are the external forces, which necessitate change in internal organization variables like machinery, equipment and processes, policies and procedures, structural relationships etc. Change always needs people for developing objectives, for identifying the need for change, for developing solutions and for implementing these solutions. Technology can support and influence change, but it can never replace people. Another challenge of managing change is that there is no chance to ‘undo’ mistakes once they were made. If we allocate resources in an inefficient way, we still have the option to provide additional resources in order to achieve our objective. If we once failed to make our employees participate in the change process, we will hardly be able to motivate them again. This paper will throw light on integrated approach to the theory and practice of the management of change including current and future issues in the management of people, with particular reference to organizational change, their challenges and suggesting solutions supporting some case studies.

KEYWORDS: Change, organizational change, challenges and solutions.