

# Enhancing Organizational Effectiveness through Change Management

**Ms. Avis D'Cunha**

Assistant Professor, Department of BMS

Nirmala Memorial Foundation College of Commerce and Science, Mumbai, Maharashtra, India

**Abstract:** *This research paper explores the role of change management in enhancing organizational effectiveness. Change management is increasingly recognized as a critical process for organizations seeking to adapt to evolving markets, technologies, and environments. By effectively managing change, organizations can minimize resistance, increase employee engagement, and achieve strategic objectives. This paper examines various change management strategies and their impact on organizational performance, drawing on theoretical frameworks and empirical evidence to provide insights into best practices for implementing change initiatives*

**Keywords:** Change management