

Change in Management in Organization

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Abstract: *Change management is a critical process that enables organizations to adapt to shifting market conditions, technological advancements, and internal dynamics. This research paper explores the frameworks and strategies that organizations utilize to implement change effectively while minimizing resistance from employees. The study analyzes key models of change management, such as Kotter's 8-Step Process and Lewin's Change Management Model, highlighting their strengths and limitations in various organizational contexts. Moreover, It investigates the human factor in change management, focusing on how leadership, communication, and organizational culture influence employee buy-in and adaptation. Through case studies of successful and failed change initiatives, this paper aims to provide insights into best practices for managing resistance, sustaining momentum, and embedding change in organizational structures. The research also delves into the role of technology and digital transformation as catalysts for change, underscoring the importance of agility in modern business environments. Ultimately, the findings suggest that an inclusive, transparent, and strategic approach to change management is vital for ensuring long-term organizational success and resilience.*

Keywords: Management, technological conditions, transformation and business environment