

Challenge of Implantation of Change Management Strategies: An Empirical Study

Sargam Bahl,
Asst. Professor, School of Management, Graphic Era Hill University,
Dehradun, Uttarakhand India 248002
DOI:10.48047/pne.2018.55.1.48

Abstract

The implementation of change management strategies is a critical aspect of organizational development, but it often poses significant challenges for companies. This study explores the challenges associated with implementing change management strategies in organizations. Whether it's technological advancements, new regulations, or shifts in the market, companies must adapt to stay competitive. However, managing change is not always easy, and organizations can encounter significant resistance from employees who fear the unknown. This is where change management strategies come into play. A well-planned and executed change management strategy can help organizations successfully navigate through the transition period and minimize the disruption to business operations. Effective leadership, including a clear vision for the change and strong support from senior management, is critical. A culture that values change and innovation can also make a significant difference, as can a flexible organizational structure that can adapt to new ideas and approaches. The findings highlight the importance of effective communication, leadership, and support in facilitating successful implementation and suggest several practical steps that organizations can take to improve their chances of success.

Keywords: Change Management, Strategies, Empirical Study, Communication, Employee Involvement, Leadership Support, Organizational Culture, Success, Holistic Approach.

Introduction

Change is inevitable in any organization. Effective communication is a critical component of any change management strategy. Clear and transparent communication is essential to keep employees informed and engaged throughout the change process. This can include regular updates, town hall meetings, and one-on-one sessions to address concerns and answer questions. In addition to communication, organizations should also provide training and

support to employees to help them adapt to new technologies or processes. By investing in their employees, organizations can increase the likelihood of a successful transition to the new ways of doing things. However, implementing change management strategies is often a complex and challenging process, and many organizations struggle to achieve the desired outcomes. Resistance to change, lack of employee buy-in, inadequate communication, and insufficient training and support are just a few of the challenges that organizations face when attempting to implement change management strategies. The following literature review focuses on a range of studies across different sectors and industries, providing a broad perspective on the challenges and opportunities associated with implementing change management strategies.

The findings of the study could provide valuable insights for organizations seeking to implement change management strategies and improve their overall effectiveness and competitiveness. By identifying the key challenges faced by organizations, as well as the factors that can facilitate successful implementation, the following review offers practical guidance for organizations seeking to navigate the complex terrain of change management. The findings of the literature researched upon include the identification of several key challenges, including resistance to change, lack of employee buy-in, inadequate communication, and insufficient training and support. It also identifies several factors that can facilitate successful implementation, including effective leadership, clear communication, and a culture that values change and innovation.

There are implications to the review section, which papers also discuss the practical implications of the study findings for organizations seeking to implement change management strategies. The section outlines several practical steps that organizations can take to improve their chances of success, including involving employees in the change process, providing adequate training and support, and communicating clearly and transparently about the proposed changes.

In conclusion, this empirical study provides valuable insights into the challenges and opportunities associated with implementing change management strategies in organizations. By identifying the key challenges and factors that can facilitate successful implementation, the study offers practical guidance for organizations seeking to navigate the complex terrain of change management. The study's findings have important implications for organizational leaders and practitioners seeking to improve their organizational effectiveness and competitiveness.

Literature Review

Nyandoro (2015) stated that the goal of her investigation was to determine the change administration practises as well as outcomes of Kenyan corporate banks. The investigation's specific aim was to determine the management of change practises used by Kenyan commercial banks, as well as the influence of change measure practises on the fiscal results of Kenyan commercial banks. The results of the investigation will help academics and business investigators borrow from the results of this inquiry to boost literary references and suggest ideas for additional studies on the link among change management (CM) practises and organisational success. The method of survey research was employed in the investigation to form conclusions about probable links. Belias and Koustelios (2014) found that influencing a culture is a massive operations endeavour that will require the use of all organisational methods for influencing attitudes. The authors state that to modify or regulate business culture, a person must be ready to describe and hence identify precisely what one is attempting to change. The findings in this study shows that management is connected with organisational culture, largely through the processes of vision articulation and, to a lesser degree, anticipation setting. This study is exploratory and conceptual in character, with the goal of offering a bibliographic tool for future research.

Hamzah et al., (2016) extrapolated on the essential success elements in CMS to ensure the successful installation of an organization's Enterprise Resource Planning (ERP) system. A thorough evaluation of the literature was conducted. According to the outcomes, a good change management strategy consists of three phases: planning for change, implementing change, and assessing its effect on users. Alballaa and Al-Mudimigh (2011) Enterprise Resource Planning (ERP) systems provide enormous advantages to businesses in terms of productivity, effectiveness, control of quality, lowering expenses, and making choices speed. Change administration tactics are typically used while adopting ERP. Various approaches to change management for the adoption of ERP according to literature have been examined in this article, and a case study was presented of National Prawn Saudi based company.

Al-Ali et al., (2017) state that their article investigates the leadership influence for change on organisational culture and management of change practises in UAE public-sector businesses. According to the findings, change-focused leadership have an immediate good influence on

both intended and spontaneous change, but a hierarchical environment has a positive and substantial impact on both intended and spontaneous change management. There are several practical ramifications.

Armenakis et al., (2011) state that they summarise how organisational managers at the corporation moved to alter and institutionalise the business's culture. This example highlights how academics and practitioners may utilise OEPA as a tool for identifying and modify organisational cultures. Consequences and potential study possibilities are also highlighted.

Siddiqui (2017) found that this type of administration doesn't follow a straightforward procedure, as stated in change management models, nor does it go directly from the current to the future state. There is no correct or incorrect model of management of change for organisational change management. A framework for managing changes might be chosen depending on the requirements, scope, and applicability of a particular endeavour or organisation. Mozammel et al., (2017) Global competition, migration, technological advances, and social media all provide challenges to organisational transformation. Organisational restructuring has been prompted by international trade and legislation from the government, while changes in demographics have been generated by immigration and offshoring. Technological developments have made business more efficient, quicker, and less expensive, and people are continuously required to enhance their skills and expertise. Social media has transformed marketing and expanded target markets, and businesses are increasingly promoting on social networking sites and offering online buying.

The article by Skogland and Hansen (2017) focuses on exploring spatial change management strategies and their impact on organizational culture. The authors argue that changing physical space can have a significant impact on employee behavior and the culture of the organization. They discuss various strategies for implementing spatial change, including physical restructuring, technology integration, and cultural transformation.

In their article, Al-Haddad and Kotnour (2015) propose a model for successful organizational change that integrates the existing literature on change management. The authors argue that successful change requires a multi-level approach that considers firm-wide and individual factors. They identify key factors that influence successful change, including leadership, communication, and employee involvement. Herold, Fedor, and Caldwell (2007) investigate the role of personal and contextual factors in employee commitment to change. They argue that successful change requires a strong commitment from employees, and this commitment is

influenced by both personal and contextual factors. The authors identify several factors that can influence employee commitment to change, including trust in leadership, job satisfaction, and organizational culture.

The article by AL-Ghamdi (2013) proposes a model for change management strategies and processes that can be used to ensure successful implementation of Enterprise Resource Planning (ERP) systems. The author emphasizes the importance of a well-planned and structured change management approach that includes stakeholder involvement, effective communication, training, and continuous evaluation. The proposed model expounds on a highly researched model of leadership in driving change and outlines the steps that should be taken to ensure that change is effectively managed.

The article by Pryor et al. (2008) examines the challenges faced by CMS. The authors argue that change management has evolved over time, but many theories and models still fail to address the complex nature of change in organizations. The article highlights the importance of considering the cultural, political, and social factors that can impact change in organizations. The authors also note the need for a more holistic approach to change management that incorporates various disciplines such as psychology, sociology, and economics.

The article by Uzoamaka et al. (2015) examines the use of team-spirited approaches for innovation and success in change management in Nigerian manufacturing organizations. The authors argue that successful change management requires a collaborative and team-spirited approach that involves all stakeholders in the change process. The article discusses various strategies that can be used to promote team-spiritedness, including effective communication, employee involvement, and training. The authors also identify the challenges facing change management in Nigerian manufacturing organizations, including resistance to change, lack of management support, and inadequate resources. They propose various solutions to overcome these challenges, including the need for effective leadership, cultural sensitivity, and a focus on building trust and relationships with stakeholders.

Objectives of the study:

To find the challenge of implantation of change management strategies

Research Methodology:

This study nature is empirical. 200 respondents were approached to give their view on the effects on the challenge of implantation of change management strategies. The data was analysed through frequency distribution and data was presented with the help of pie charts. \

Data Analysis and Interpretation:

Table 1 Resistance to change

Particulars	Agree	Disagree	Can't Say	Total
Respondents	171	21	8	200
% age	85.0	11.0	4.0	100

Table 1 represents the statement **Resistance to change** and 85.0% respondents admit with this statement.

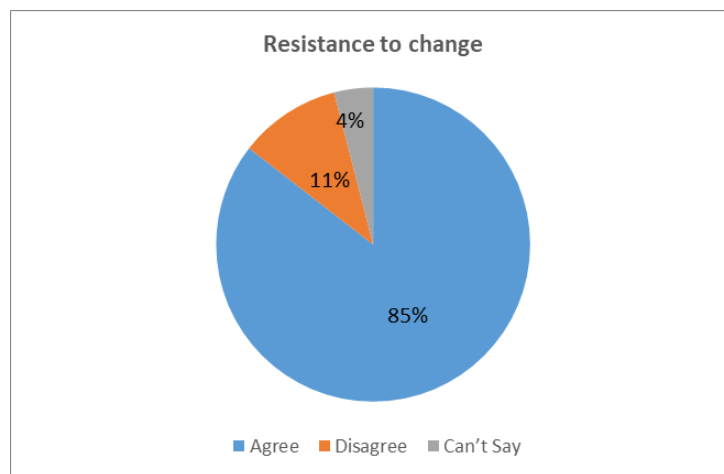


Figure 1 Resistance to change

Table 2 Lack of employee buy-in

Particulars	Agree	Disagree	Can't Say	Total
Respondents	179	17	4	200
% age	89.0	9.0	2.0	100

Table 2 represents the statement **Lack of employee buy-in** and 89.0% respondents admit with this statement.

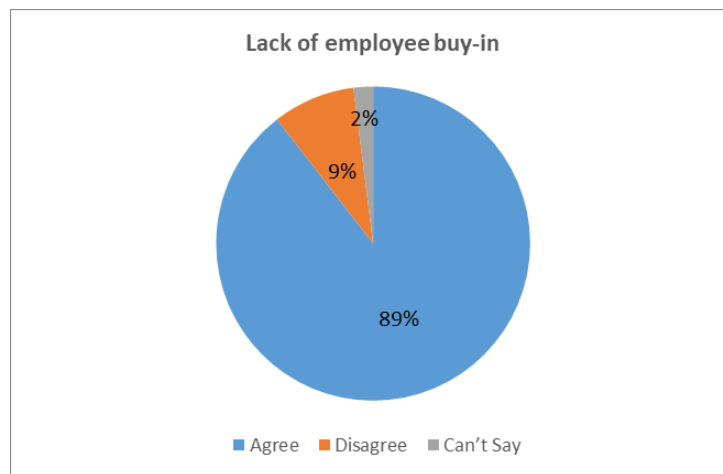


Figure 2 Lack of employee buy-in

Table 3 Inadequate communication

Particulars	Agree	Disagree	Can't Say	Total
Respondents	184	10	6	200
% age	92.0	5.0	3.0	100

Table 3 represents the statement **Inadequate communication** and 92.0% respondents admit with this statement.

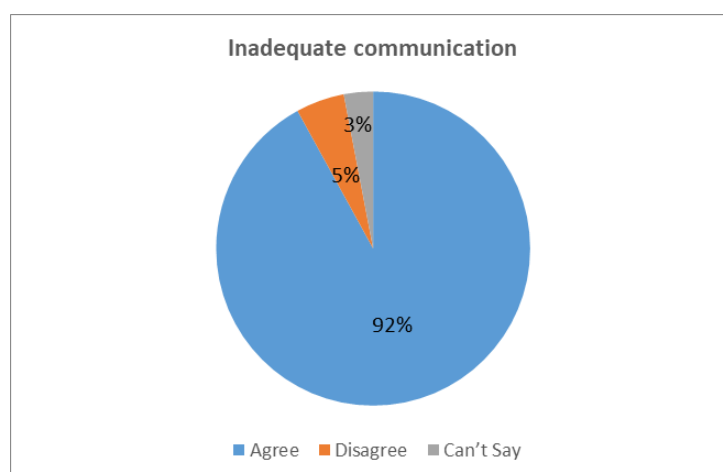


Figure 3 Inadequate communication

Table 4 Insufficient training and support

Particulars	Agree	Disagree	Can't Say	Total
Respondents	188	8	4	190
% age	94.0	4.0	2.0	100

Table 4 represents the statement **Insufficient training and support** and 94.0% respondents admit with this statement. Considering all the responses of the statements, it was found that to a good percentage, the respondents have agreed that above statements are the challenge of implantation of change management strategies.

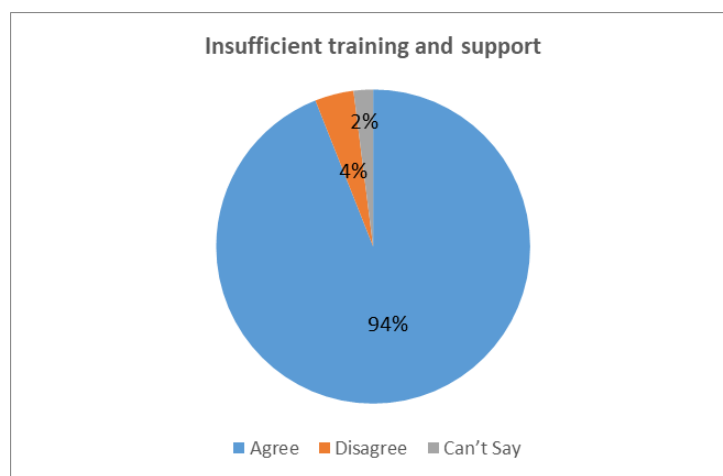


Figure 4 Insufficient training and support

Conclusion

In conclusion, the implantation of change management strategies is a challenging task that requires careful planning, execution, and monitoring. The study has provides insights into the various factors that influence the success of change management initiatives, such as communication, employee involvement, leadership support, and organizational culture. These findings highlight the importance of taking a holistic approach to change management and tailoring strategies to the unique needs and characteristics of the organization.

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