

نموذج المشروع النهائي 1

Midocean University

Faculty of Management

Department/ Specialization



Project title

The Impact of Organizational Change Management on Improving Institutional Performance

أثر إدارة التغيير التنظيمي على تحسين الأداء المؤسسي

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1. Research Questions

The current study seeks to investigate the impact of Organizational Change Management (OCM) on improving Institutional Performance (IP). To achieve this objective, the study attempts to answer the following main research question and its related sub-questions.

Main Research Question

What is the impact of Organizational Change Management on improving Institutional Performance in organizations?

Sub-Research Questions

1. To what extent do organizations implement Organizational Change Management practices to improve Institutional Performance?
2. What is the effect of leadership support on Institutional Performance during organizational change initiatives?
3. How does effective communication influence Institutional Performance throughout the organizational change process?
4. To what extent does employee participation contribute to improving Institutional Performance during organizational change?
5. What is the role of organizational culture in supporting successful organizational change and enhancing Institutional Performance?
6. Is there a statistically significant relationship between Organizational Change Management and Institutional Performance?
7. Which dimension of Organizational Change Management (leadership support, effective communication, employee participation, or organizational culture) has the greatest influence on Institutional Performance?

8. What challenges do organizations face when implementing Organizational Change Management, and how do these challenges affect Institutional Performance?
9. How can organizations strengthen Organizational Change Management practices to achieve sustainable improvements in Institutional Performance?
10. What practical recommendations can be proposed to enhance Institutional Performance through effective Organizational Change Management practices?

Relationship with the Study Variables

The research questions are derived from the conceptual framework of the study, where Organizational Change Management represents the independent variable and includes four dimensions:

- Leadership Support
- Effective Communication
- Employee Participation
- Organizational Culture

These dimensions are examined to determine their impact on the dependent variable, Institutional Performance, which is reflected through:

- Operational Efficiency
- Employee Productivity
- Innovation
- Customer Satisfaction

2. Research Objectives

The primary objective of this study is to examine the impact of Organizational Change Management (OCM) on improving Institutional Performance (IP) by investigating the relationship between organizational change practices and institutional performance outcomes. The study also aims to provide empirical evidence and practical recommendations that support organizations in achieving sustainable performance improvement.

Main Objective

The main objective of this study is to investigate the impact of Organizational Change Management on improving Institutional Performance in organizations.

Specific Objectives

To achieve the main objective, the study seeks to accomplish the following specific objectives:

1. To examine the concept, principles, and dimensions of Organizational Change Management based on contemporary management theories and literature.

2. To identify the concept and key dimensions of Institutional Performance and explain the indicators used to evaluate organizational effectiveness and efficiency.
3. To assess the current level of Organizational Change Management practices implemented within the selected organizations.
4. To investigate the relationship between Organizational Change Management and Institutional Performance.
5. To examine the effect of leadership support on improving Institutional Performance during organizational change initiatives.
6. To analyze the influence of effective communication on Institutional Performance throughout the organizational change process.
7. To evaluate the contribution of employee participation to improving Institutional Performance during organizational change implementation.
8. To determine the role of organizational culture in supporting successful organizational change and enhancing Institutional Performance.
9. To identify the most influential dimension of Organizational Change Management affecting Institutional Performance.
10. To provide practical recommendations that assist organizational leaders and decision-makers in implementing effective Organizational Change Management practices to improve Institutional Performance and achieve sustainable organizational success.

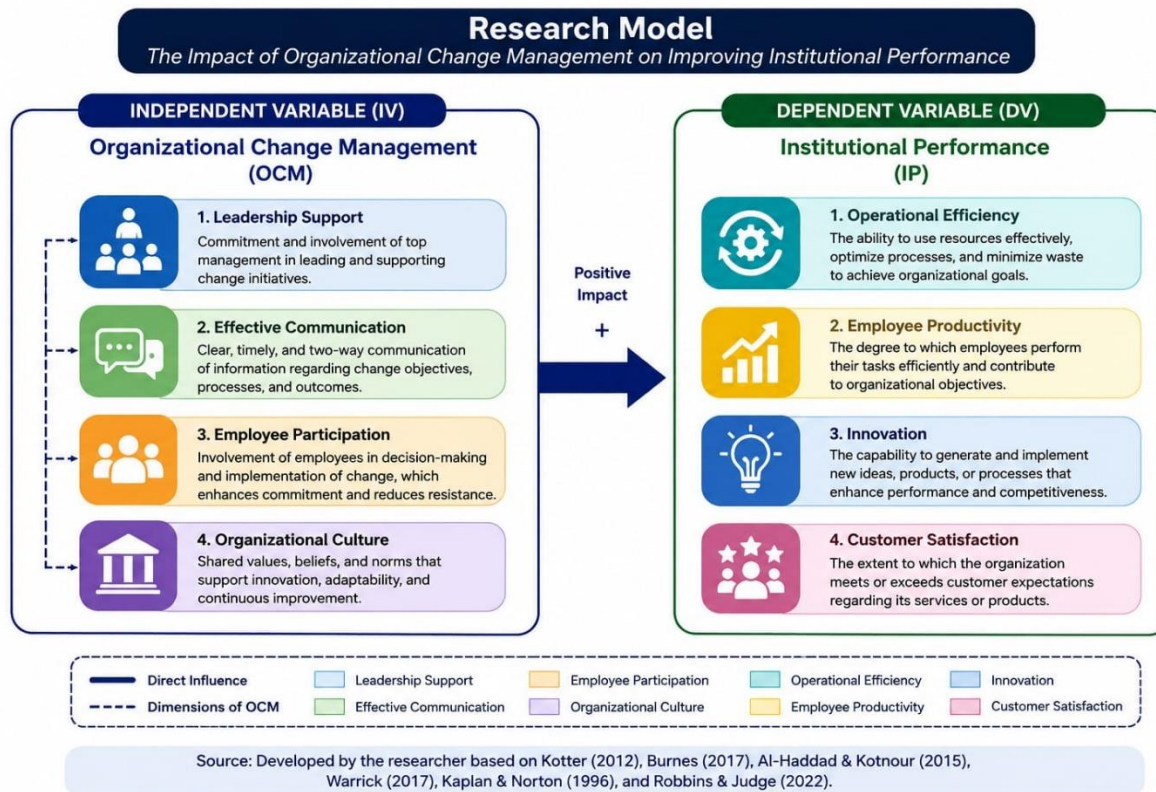
Expected Outcomes of the Study

This study is expected to contribute to both academic knowledge and organizational practice by providing a comprehensive understanding of how Organizational Change Management influences Institutional Performance. Furthermore, the findings are expected to support managers in developing effective change strategies,

improving employee engagement, strengthening organizational culture, enhancing operational efficiency, and promoting sustainable organizational development.

3. Research Model

Conceptual Research Model



4. Proposed Field Study

The proposed field study will be conducted in a selected governmental or private organization that applies Organizational Change Management practices. Data will be collected from employees at different administrative levels using a structured questionnaire to examine the impact of Organizational Change Management on Institutional Performance. The selected organization should have experience in

implementing organizational change initiatives to ensure the accuracy and relevance of the study findings.

5. Expected Research Methodology

This study is expected to adopt the descriptive analytical approach, as it is the most appropriate method for examining the relationship between Organizational Change Management and Institutional Performance. Data will be collected using a structured questionnaire distributed to a sample of employees in the selected organization. The collected data will be analyzed using the Statistical Package for the Social Sciences (SPSS) through descriptive and inferential statistical techniques, including frequencies, means, standard deviations, Pearson correlation, and multiple regression analysis, to test the research hypotheses and answer the research questions.

6. Proposed Project Plan



The proposed project will be carried out through a sequence of well-defined stages. It begins with selecting the research topic and defining the scope of the study. A comprehensive review of the relevant literature will then be conducted to identify the key concepts, theoretical foundations, and research gap related to Organizational Change Management and Institutional Performance.

Next, the research design will be developed by formulating the research questions, objectives, hypotheses, and conceptual framework. A structured questionnaire will be prepared based on the study variables and validated before being distributed to the selected sample for data collection.

The collected data will be analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistical techniques, including frequencies, means, and standard deviations, as well as inferential statistical methods such as Pearson correlation and multiple regression analysis, will be employed to test the research hypotheses and answer the research questions.

Finally, the research findings will be interpreted and discussed in light of previous studies. The study will conclude with a set of conclusions and practical recommendations aimed at enhancing Institutional Performance through the effective implementation of Organizational Change Management practices.

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