

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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Final Project – 1

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Introduction

In today's rapidly changing business environment, organizations are continuously exposed to economic, technological, social, and political changes that require them to adapt and evolve in order to survive and remain competitive. The acceleration of globalization, digital transformation, and market competition has made change an inevitable aspect of organizational life. Consequently, organizations are increasingly seeking effective strategies that enable them to manage change successfully while maintaining high levels of efficiency and productivity. (Kotter, 2012; Burnes, 2017) Among these strategies, Organizational Change Management (OCM) has emerged as a critical managerial approach that facilitates organizational adaptation and enhances overall performance.

Previous studies have emphasized the significant role of change management in enhancing institutional performance. Organizations that successfully implement change initiatives are more likely to improve their operational efficiency, increase employee satisfaction, foster innovation, and strengthen their competitive advantage. Effective change management practices contribute to creating a flexible organizational culture capable of responding to environmental uncertainties and emerging challenges. (Kaplan & Norton, 1996) However, many organizations still encounter difficulties in implementing change due to factors such as employee resistance, inadequate communication, lack of leadership support, and insufficient resources. These challenges may negatively affect the success of change initiatives and consequently hinder improvements in institutional performance.

Accordingly, this study aims to examine the impact of Organizational Change Management on improving Institutional Performance. Specifically, it seeks to explore the concept and dimensions of organizational change management, identify

the indicators of institutional performance, and analyze the relationship between them. (Al-Haddad & Kotnour, 2015; Todnem By, 2005) The findings of this study are expected to contribute to the existing body of knowledge and provide practical recommendations that may assist organizations in adopting effective change management strategies to enhance their performance and achieve sustainable success.

Main Research Question

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

1. Significance of the Study

1.1 Theoretical Significance

This study contributes to the existing literature by enriching the theoretical understanding of Organizational Change Management and its relationship with Institutional Performance. (Al-Haddad & Kotnour, 2015; Todnem By, 2005) It also provides a conceptual framework that may serve as a reference for future researchers interested in this field.

1. 2 Practical Significance

The study provides practical insights for managers and decision-makers regarding effective change management practices that can improve institutional performance. In addition, it offers recommendations that may help organizations overcome challenges associated with organizational change and achieve sustainable growth.

Research Questions

1. What is Organizational Change Management and what are its main dimensions?
2. What is Institutional Performance and how can it be measured?
3. What is the relationship between Organizational Change Management and Institutional Performance?
4. To what extent does Organizational Change Management affect Institutional Performance?
5. What are the challenges that organizations face when implementing Organizational Change Management?

Research Objectives

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

The specific objectives are:

1. To identify the concept and dimensions of Organizational Change Management.
2. To explain the concept and indicators of Institutional Performance.
3. To investigate the relationship between Organizational Change Management and Institutional Performance.
4. To assess the impact of Organizational Change Management on Institutional Performance.
5. To provide recommendations that help organizations improve their performance through effective change management.

Research Hypotheses

H1: Organizational Change Management has a significant positive effect on Institutional Performance.

H1a: Leadership support positively influences Institutional Performance.

H1b: Effective communication positively influences Institutional Performance.

H1c: Employee participation positively influences Institutional Performance.

H1d: Organizational culture positively influences Institutional Performance.

Research Model

Independent Variable (IV):

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

Dependent Variable (DV):

- Institutional Performance

Field Study

The field study will be conducted on employees working in selected organizations. Data will be collected using a structured questionnaire designed to measure Organizational Change Management practices and Institutional Performance. (Burnes, 2017; Warrick, 2017) The collected data will be analyzed using appropriate statistical methods to test the research hypotheses and answer the research questions.

Project Plan

The project will be conducted according to the following stages:

1. Selection of the research topic.
2. Review of related literature.
3. Development of the conceptual framework and hypotheses.
4. Design of the research instrument (questionnaire).
5. Data collection from the selected organizations.
6. Data analysis and interpretation.
7. Discussion of findings and recommendations.
8. Preparation of the final research report.

Study Significance

The significance of this study stems from the increasing importance of Organizational Change Management (OCM) as a strategic approach that enables organizations to adapt to rapid environmental changes and enhance their institutional

performance. In today's dynamic business environment, organizations are constantly challenged by technological advancements, globalization, market competition, and changing customer expectations. (Kotter, 2012) Therefore, understanding how organizational change management contributes to improving institutional performance is of great value for both academics and practitioners. The significance of this study can be discussed from two perspectives: theoretical significance and practical significance.

Study Problem

In recent years, organizations have been facing rapid environmental, technological, and economic changes that require them to continuously adapt to maintain their competitiveness and sustainability. Organizational Change Management (OCM) has become an essential managerial practice that enables organizations to cope with these changes and improve their overall performance. Despite its importance, many organizations still struggle to implement change initiatives effectively, which may negatively affect their institutional performance. (Burnes, 2017) Therefore, there is a need to investigate the impact of Organizational Change Management on improving Institutional Performance from both theoretical and practical perspectives.

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