

MANAGEMENTUL SCHIMBĂRII. CAUZELE CARE DETERMINĂ REZISTENȚA LA SCHIMBARE

THE MANAGEMENT OF CHANGE. CAUSES WHICH DETERMINE RESISTANCE TO CHANGE

Drd.ing. Andreea Ana-Maria BĂLAN (CIUPAN)
Universitatea Tehnică din Cluj-Napoca

Abstract: The world is going through major changes, where changes are constant, as Heraclitus said „There is nothing permanent except change” about 2500 years ago. Companies need to adapt and seek continuous improvement, not only to compete but to survive. Resistance to the change is the most natural reaction of involved people in the process of implementation of change. This problem of resistance can be considered natural, especially if we are referring to Newton's principle, according to which each movement always faces resistance because it is the way that nature works. The main purpose of this paper is to point out some important causes which determine resistance to change, specific to employees and organization.

Keywords: change, management, resistance, organization, employees