

ORGANIZATIONAL DEVELOPMENT – COPING-UP WITH DISRUPTIVE CHANGE

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ABSTRACT

Disruptive change is new and normal in all industries and regions. Electronic components and globalization increase customer behaviours and the presenter of other circumstances are creating a highly effective business environment, in which, companies must constantly adapt or be overtaken. In some cases, the change is progressive and slowly effective; in other, it is revolutionary and immediate. But all changes can be highly disruptive - at both the organizational and personal levels.

Anyone's live change is a common factor along with corporate existence also. Almost all of the organizations faced the importance to change in their daily operations; however, their views on change differ. Disruptive change has never been easy, especially the management of business requires determining of adaptations to the element; it is a temporary future to modify and change the impact of a portion of an industry. This can be used by changing trends to cause changes in the production method, according to customer demands. The main trust of this study is to critically evaluate the impact of disruptive change and change management to achieve corporate goals and goals from the prospective of the organization, also how managers successfully cope with the demands of organizational change, despite the fact that change is becoming the order of the day in most organizations; examined executives on mid-level managerial coping with organizational change, as a function of dispositional factors and strategic coping tactics.

KEYWORDS: *Organizational Change, Development, Disruptive Change*