

Change Management Science Innovation Methodologies

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INTRODUCTION

Digital Transformation permits new businesses implement, digital business models, and processes. Innovation is used as a key to companies for competitiveness, it is the way forward for firms that want to grow in today's complex and turbulent environment (Andrew, et al, 2009; Barsh, et al, 2007). Whether organizations are long established or new, those that manage to grasp leading positions are the ones that innovate faster and possess the relevant knowledge to uphold their innovativeness (Desouza et al., 2009).

Organizations faces two simultaneous challenges:

1. They constantly perform and innovate to sustain their position on the marketplace and secondly, they must transform themselves so that they can navigate fundamental shifts in their environment in terms of market and technology (Garud et al., 2006). In other words, they have to re-design themselves with agility to anticipate and adapt to changes, searching constantly for innovation while sustaining performance daily.
2. In other way of analysis, recent literature echoes the emerging role of social media – a new practice for harnessing the power of mass collaboration, shaping new modes of behavior and facilitating knowledge flows in networks across organizational boundaries; all of these features are essential for company innovativeness (Noteboom, 2000; Weinberg et al., 2013).

The use of social media applies methodologies constantly prints the essence, throw continuous improvement, of the Knowledge Management and Change Management. Through its capacity is to build up a model of intelligence from human interactions and processes, turning lead to collaboration if trust and reciprocity are at work (Boughzala et al., 2010). The relationships between the design requirements for an innovative enterprise and the implementation of the emerging practice of social media takes the form of a layered cycle and draws a distinction between sectors, processes and components that delivers digital infrastructure, and create digital services, and consume digital services/infrastructure. Digital infrastructure consists of data as the raw material, the network sector, the data center sector, and the cloud and hosting sector. Digital services are created and delivered by software and digital companies. Digital data, infrastructure and services are purchased by businesses, consumers, and the government (digital consumption), facilitated by linking on-premises IT infrastructure and devices such as smartphones, tablets. (Alaerds et al., 2017) social media (SM) has become very popular, etymologically speaking, social media dates from the ascent of humankind, since humans have always looked for different ways to communicate, and to change. Today, social media can be understood as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content” (Kaplan & Haenlein, 2010).

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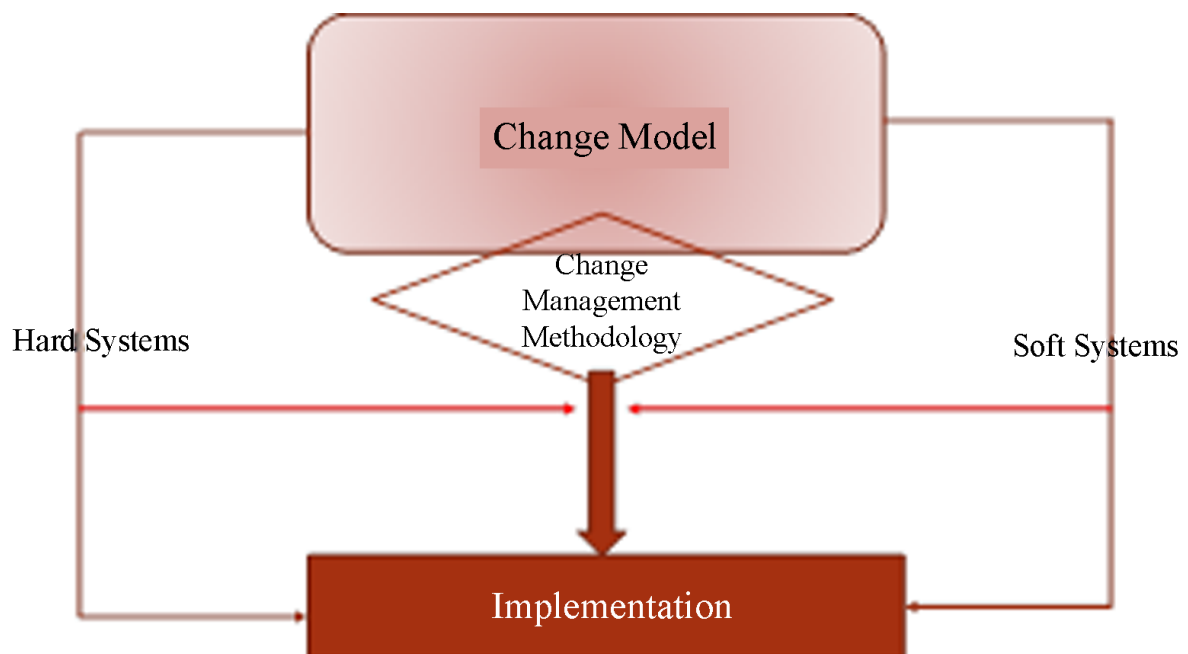
Consequently, organizations are required to adapt their operations, infrastructures, and strategies in coordination with challenges imposed by the intensive changes prevailing in the global environment and business. This can be achieved by adopting a continuous improvement methodologies approach, through which organizations can monitor and integrate all advancements in technology and business tools into their operations targeting efficient and effective business results (Hashem 2020; Albrecht et al., 2020). According to the author the challenges of automating component integration, which can be summarized as the need for particular protocols and lower costs of hardware, software, and middleware tools to ease the knowledge exchange of integrators (Manesh et al., 2021).

BACKGROUND

The Change Challenge

According to Turner et al. (2009), It should be noted that these elements are most often not pertinent to manage an organizational change, however they are an integral and fundamental part of its success. This management model recognizes the need to reject old behaviors, structures, processes, and cultures before successfully adopting new approaches. Employees of organizations must bear in mind the concepts related to the hard and soft aspects regarding organizational changes as they are fundamental for the success of its implementation. The importance of the human side of change, according to Galpin (2000), presents a change management model, which, as a differentiating element, reconciles the soft aspects and the hard aspects. Turner et al. (2009) also reinforces the importance of applying a holistic approach to change management models, which focuses on both hard and soft systems.

Figure 1. Adapted from
(Turner et al., 2009)



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