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technological innovation has become a fundamental part of the process through which companies create competitive advantages, and is a central focus of managers. Figure 1 identifies many of these industries.

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Keywords(strategic management, strategic change, change leadership) I. INTRODUCTION There are different kinds of changes that companies will face during their life time. Sometimes there are internal problems occurring that needs to be solved, or advancement in technology and going to new era may be another reason for such changes.

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change increased so the gap widened between global competitors necessitating more extensive change management plans and longer implementation lead - times. Such planned major change is often an infrequent action and part of a larger organizational realignment either through incremental drift of lagging behind others or the need for a more

### **CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT**

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