Abstract:

Ever-present in the media are product recalls in automotive industry, indicating quality losses due to shortened innovation cycles, market pressure and customer needs. Whereas product recalls are noticeable to the customer, it is well-known that numerous modifications appear within the product development process, not noticeable to customers and public. Nevertheless, product changes result in time and cost consuming processes for the companies, and – in the worst case – are contributing to product recalls and thus leading to a lower corporate profile of the involved companies. The main goals for this paper are the presentation of the conducted survey’s results, giving a brief overview about the current status of change management in the industry; second aim is providing the possibility for companies to rate themselves in the statistic, identifying their current situation and showing the need for action in the different areas of change management for their particular situation; as a third goal, the basic concept of a correlation analysis of change management strategies and effects is presented, meant to result in a framework allowing to identify which strategies in change management are perceived as the most promising ones and
should be taken into account when intenting to improve a company’s change management.

Stichworte: change management; management strategies; change management benchmark; revision; update

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