

SCHIMBAREA ȘI NECESITATEA SCHIMBĂRII

CHANGE AND THE NEED FOR CHANGE

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Abstract: Paralel to organizational culture, change represents the factor with the greatest impact on managerial planning and organizing functions. Change management deviates from the more traditional types of project management because of its people-oriented elements. Higher efficiency comes from inner-energy, self motivation and complete understanding of the entire process. There isn't any singular universal solution able to determine change and that is why this kind of processes are complex as they imply the variables of human typologies.

Keywords: change management.