

**AN EVALUATION OF CHANGE MANAGEMENT STRATEGIES APPLIED IN
ORGANIZATIONS AND THEIR EFFECTS IN ORGANIZATIONAL PRODUCTIVITY:**

**A CASE OF
KENYATTA UNIVERSITY**

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ABSTRACT

Change management is essential in any organization. This is because whenever people come into contact with others, countless disagreements may arise. In most cases, it's the way in which people decide to respond to those disagreements that would determine whether a change situation may arise or not. Since the level of change in organizations is high, there is a high probability of change to occur. Therefore, this research tried to assess whatever managers apply and the required strategies when managing change in organizations. The main problem that was addressed in this research, therefore, was to identify the change management strategies currently applied by managers in organizations hence find out whether there is a correlation between the change strategies identified in the literature study and those applied by practicing managers today. The objective of this study was to assess the change management strategies applied in organizations. Most organizations undergo a number of changes in hope to have a better productivity and efficiency. The study was carried out in Kenyatta University. The target population was a portion of Kenyatta University management, teaching staff, students' body, security department and finance department. The total target population was 500 which gave out a sample of 100 respondents from both departments i.e. (20% of 500). Therefore, 2 individuals from management staff, 5 from teaching staff, 2 from finance department, 1 from security department and 90 from students body. Quantitative data was collected by the use of semi - structured questionnaire; this questionnaire was checked by university supervisors so as to ensure accuracy and through a test-retest method. The questionnaire was dropped by hand to respondents and collected after three days. Collected data was edited and analyzed using descriptive statistics technique i.e. standard deviation, weighted averages, mean score and percentages. Results of analysis were presented in the form of frequency tables, pie charts and graphs. The questionnaires were returned by all respondents which indicated 100% of response. It was also realized through the research that collaborating technique was the most common applied.

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