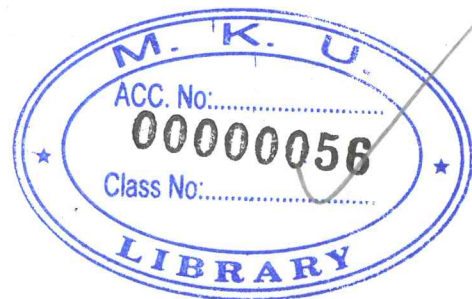


**AN ANALYSIS OF CHANGE MANAGEMENT STRATEGIES ON ORGANIZATIONAL  
PERFORMANCE: A CASE OF AIRTEL, KENYA**

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## CHAPTER 1 INTRODUCTION

### ABSTRACT

The dynamism in business environment makes it imperative for organizations to adopt an anticipating stance towards changes. Cultivating change management strategies that will enable an organization to incorporate changes that exist in its operating environment is comparative. Change management strategy is an important and indispensable tool for the business organization performance so as to gain its competitive advantages and many organizations are still striving in integrating these strategies in the organization change management. The main purpose of this study was to analyze the change management strategies on organization's performance. The study was directed by four objectives namely; organization communication, employee culture ownership, good leadership, and employee welfare. A review of the literature suggested that change is a complex process, with many factors contributing to the success or failure of change initiatives. Change management which falls within the broader theoretical framework of social change, has been perennially popular topic in the organizational effectiveness and management literature. The various strategies for implementing this change can be able to impact positively if followed well and to the letter. A random sampling of 80 employees was carried out. Using probabilistic method 40 of the employees were selected to take part in the study and were able to fill in the questionnaires. Questionnaires were designed with closed questions which were used to collect data. Data was sorted through data analysis and subjected to SPSS version 15. The research established an existing relationship between the four main variables in the study. With a confidence level of 0.95 the results are presented in the table 3 in chapter 4 variable correlation. There exists a perfect relation between a variable and itself (equals to 1). There exist a strong relationship between employee culture ownership and organization communication (0.47). They have a high effect and are a contributory factor to the organization performance. Employee welfare also has a strong relationship with good leadership (0.37). There was a notable weak relationship between good leadership and organization communication.