CHAPTER – VIII

FINDINGS
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Introduction
This chapter embarks upon presenting the findings precisely against each conceptual model chosen for establishing their application intensities in the cement industry on Rayalaseema region in AP. The burgeoning efforts at description/interpretation till the preceding chapters by the researcher ceases and the process of coming forth with precise findings is the purpose of this chapter. Findings by the researcher in this study refers to all conceptual models of Organisational Development that are put to practice in many industries across the world and also in India, the researcher handpicks Cement Industry in Rayalaseema region of AP, India for testing its intensity of conceptual application. This chapter makes an effort at presenting the findings succinctly for each conceptual model against respondent’s demographic segmentation and classification of each demographic factor.

KURT LEWINS-THREE STAGE MODEL

Objective I - Appraisal of Conceptual Application Intensities of ‘Kurt Lewin Model’

Unfreezing
Less than moderate management support for practices of ‘Unfreezing’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.
**Moving**  
**Low to moderate management support for practices of ‘Moving’ in the organizations are the findings established by the opinions of sample respondents.**

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**Refreezing**  
**Lower than moderate management support for practices of ‘Refreezing’ in the organizations are the findings established by the opinions of sample respondents.**

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**ACTION RESEARCH MODEL**

**Objective – II Appraisal of Conceptual Application Intensities of ‘Action Research Model’**
**Preliminary Diagnosis**

Low to moderate management support for practices of ‘Preliminary Diagnosis’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**Data Gathering**

Lower to moderate management support for practices of ‘Data Gathering’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**Data Feedback to the Client Group** – This stage consists of four sub stages

**Data Confirmation by the Client Group**
Lower to moderate management support for practices of ‘Data Confirmation by the Client Group’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**Action Planning by Client Group**

Lower to moderate management support for practices of ‘Action Planning by Client Group’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**Actions by Client Group**

Lower to moderate management support for practices of ‘Action by Client Group’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
Application intensities of low to moderate are established by the researcher for both gender groups.
Application intensities of low to moderate is established by the researcher for all education groups.
Application intensities of low to moderate is established by the researcher for all occupation groups.
Application intensities of low to moderate is established by the researcher for all income groups.

Review of Results By Client Group
Low to moderate management support for practices of ‘Review of Results by Client Group’ in the organizations are the findings established by the opinions of sample respondents.
Application intensities of low to moderate is established by the researcher for all age groups barring >55.
Application intensities of low to moderate are established by the researcher for both gender groups.
Application intensities of low to moderate is established by the researcher for all education groups.
Application intensities of low to moderate is established by the researcher for all occupation groups.
Application intensities of low to moderate is established by the researcher for all income groups.

BURKE AND LITWIN MODEL OF CHANGE

Objective III Appraisal of Conceptual Application Intensities of ‘Burke and Litwin Model of Change

Elements of Evolutionary changes
Low to moderate management support for practices of ‘Elements of Evolutionary changes’ in the organizations are the findings established by the opinions of sample respondents.

Application intensities of low to moderate is established by the researcher for all age groups barring >55.

Application intensities of low to moderate are established by the researcher for both gender groups.

Application intensities of low to moderate is established by the researcher for all education groups.

Application intensities of low to moderate is established by the researcher for all occupation groups.

Application intensities of low to moderate is established by the researcher for all income groups.

**Elements of Revolutionary changes**

Low to moderate management support for practices of ‘Elements of Evolutionary changes’ in the organizations are the findings established by the opinions of sample respondents.

Application intensities of low to moderate is established by the researcher for all age groups barring >55.

Application intensities of low to moderate are established by the researcher for both gender groups.

Application intensities of low to moderate is established by the researcher for all education groups.

Application intensities of low to moderate is established by the researcher for all occupation groups.

Application intensities of low to moderate is established by the researcher for all income groups.

**THE CONGRUENCE MODEL OF CHANGE**

**Objective IV** Appraisal of Conceptual Application Intensities of ‘The Congruence Model of Change’

**Input**
Low to moderate management support for practices of ‘Input’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**Throughput**

Low to moderate management support for practices of ‘Throughput’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
- Application intensities of low to moderate are established by the researcher for both gender groups.
- Application intensities of low to moderate is established by the researcher for all education groups.
- Application intensities of low to moderate is established by the researcher for all occupation groups.
- Application intensities of low to moderate is established by the researcher for all income groups.

**Output**

Low to moderate management support for practices of ‘Output’ in the organizations are the findings established by the opinions of sample respondents.

- Application intensities of low to moderate is established by the researcher for all age groups barring >55.
Application intensities of low to moderate are established by the researcher for both gender groups.

Application intensities of low to moderate is established by the researcher for all education groups.

Application intensities of low to moderate is established by the researcher for all occupation groups.

Application intensities of low to moderate is established by the researcher for all income groups.

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