PREFACE

Development of economy is a continuous process. The success of economic development entirely depends upon the aggregate growth of all the industries in the developing countries. The Indian IT Industry does play a significant role in mobilization of foreign currency. The reform process started in 1991 posing challenges to the corporate as never before. The environmental pressures control the change management practices and advances through changes in the organization over a period of time. The efficiency of employees will be affected through changes in environment and organization. The IT industry has the major share of business in the service sector of the country. Different companies respond to changes in different ways depending upon the implementation of strategies with respect to environmental pressures. As a result they contribute differently to industry and economy. These differences in responding to changes paved a good opportunity to evaluate the change management practices across companies in this movement.

This research thesis on Change Management Practices in Indian IT industry has studied the prevalent change management practices, measured the employee response to these practices, assessed the changes brought about in the organization, analyzed the causative factors, identified the factors influencing the readiness to change, studied the impact of organizational change measures on individual change mechanism, measured the growth in individual performance and satisfaction of post change process. This research study explicitly presents empirical findings and suggests alternatives that contribute to improve change management practices in dynamic environment.

Change management practices across the companies were measured by using different tools. Finally, it is concluded that there is a relationships between the support for change and resistance for change, support for change and image of change manager. Also it is concluded that there is no much difference in change management practices across the companies but there is a difference in change management practices within the companies. Along with this it is concluded that there are five factors of readiness for change namely change management system, organic structure, market driven innovations, employee motivators and reengineering effort.
CHAPTER 1: INTRODUCTION: Deals with the overview of Change Management system, significance in IT industry for better understanding of change.

CHAPTER 2: THE STUDY: Includes review of literature, research problems, questions, need for the study, statement of the problem, objectives of the study, hypothesis, research methodology, data collection, and statistical tools along with scope and limitations of the study.

CHAPTER 3: PROFILE OF INDUSTRY & SELECT COMPANIES: Provides brief industry profile and brief company profiles for better knowledge of industry growth and position of the companies.

CHAPTER 4: DESIGNING CHANGE: Presents change design by finding out causative factors for change, linking vision and change and making out diagnosis for change.

CHAPTER 5: ASSESSING CHANGE: Assesses the relationship between readiness for change, support for change and resistance for change.

CHAPTER 6: IMPLEMENTING CHANGE: Analyze change implementation by assessing the company’s communication of change, initiation of organization & individual changes and measurement of post change process.

CHAPTER 7: FINDINGS, SUGGESTIONS & CONCLUSIONS: Presents the findings and appropriate suggestions along with the conclusion to improve change management practices in the Indian IT industry followed by Bibliography and References.