

The Rhythm Of Change

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Strategic change management is indispensable for every organization that has to adjust its strategy to changing industry contexts. Patricia Klarner adopts a new approach to analyze strategic changes and introduces the rhythm of change as a concept that measures the timing of changes. Her research model examines the relationship between the rhythm of change and long-term firm performance as well as the impact of knowledge-related and financial moderators on this relationship. It is empirically tested in the European insurance industry for the period from 1995 to 2004. The author provides a state-of-the-art view of the optimal timing of strategic changes in organizations and of the factors underlying successful change efforts. EAN/ISBN : 9783834960443 Publisher(s): Gabler Discussed keywords: Europa, Wirtschaft, Versicherungswirtschaft Format: ePub/PDF Author(s): Klarner, Patricia

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