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INNOVATION AS AN INITIATOR OF THE DEVELOPMENT

ИНОВАЦИЈЕ КАО ПОКРЕТАЧ РАЗВОЈА

BOOK OF ABSTRACTS

ЗБОРНИК АПСТРАКАТА

I N N O V A T I O N S

The impact of changes on organizational culture and the role of leaders

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Abstract: Comparing the period thirty, forty, fifty years ago and now organizations operate in a different business establishment. Constant and dynamic changes are the basic characteristic of the current business. On one hand, there is the problem of external adaptation to the changes coming from the external environment, as well as internal integration, which requires finding a rule that will enable harmonious interpersonal relations and smooth functioning of business processes within an organization. Creating a proper organizational culture which could give a response to the challenges of the time and secure the survival and success of the organization is a serious and difficult task for leaders and management. Leaders should boost inventiveness and creativity in employees, foster ethical principles, encourage learning and knowledge transfer. This paper aims to point out the importance and role of a leader in the process of change management and adaptation of organizational culture to changes. Also, this paper proposes strategies for the process of change management, as well as strategies for reducing employee resistance and accepting changes.

Keywords: leader, organizational culture, innovation and creativity, strategies, changes