

FACILITATING EFFECTIVE CHANGE MANAGEMENT PROCESS IN A DEVELOPMENT BANK IN MYANMAR

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Abstract

This research investigates to identify the successful intervention of change management in Myanmar's semi-government bank for systemic organizational change. The research has been done in 'C' Bank, Myanmar and employs the 41 respondents including different managerial levels from all departments including General Manager, Manager and staffs. This action research employs structured questionnaires and semi-structured interviews in two phases: pre-ODI and post-ODI. The Pair sample T-test and the contents analysis of the interview passages translated from Myanmar to English for coding are included in data analysis and treatments. The results reveal that there is a significant difference between the pre-ODI and the post-ODI of motivating change, creating a vision, developing political support and effective change management. Finding of this study suggest that the analysis on how to sustain the momentum of change in establishing the new organization structure, the impact of organizational structure change on branches, and the employees' satisfaction with a new structure should study in the future.

Keywords : Creating a Vision, Effective Change Management, Political Support, Motivating change, Organization Development Intervention,

JEL Classification Code: C1,C12,E58, G21,

1. INTRODUCTION

Al-Haddad, & Kotnour (2015) studied to help support the literature review of change management and define types of change, enablers of change, and methods of change properly in their research. It helps managers classify their change situation in their organizations and select a method of implementation for change systematically and for change management. Success is essential to plan for change and notice the critical factors that can bring success. Additionally, adopting a well-organized procedural process can achieve the anticipated outcome. It is also needed to remember that the chosen method has to be associated with the change type of organization (Al-Haddad & Kotnour, 2015).

Not only the type of organization but the organizational structure is the foundation of an organization because the structure presented the assigns duties, roles and obligations, coordination,