

CULTURA MANAGEMENTULUI SCHIMBĂRII – MODELE ȘI STRATEGII

CHANGING MANAGEMENT CULTURE – MODELS AND STRATEGIES

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Abstract:

The pursuit of management excellence has many labels - reform, renewal, modernization, transformation, re-alignment - but all are about changing the behaviors that characterize management culture. All the reforms seek to promote excellence. But they raise questions: How do we change management culture? Since the reforms are complementary, how can we implement them in an integrated fashion? How can we ensure that managers are not themselves overwhelmed?

Key words: changes, management, models and strategies