

Strategic management changes: Evidence from Commercial Banks of Kosovo

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Abstract

We live in a time of change in every strategic field. Change is the more sustainable, widespread and powerful challenge, for managers in every type of organization and in all geographic areas. Change of strategic management focuses on the organization to ensure a successful implementation and transformation.

The involvement of the banks on the strategic management changes has a positive impact on the bank's success. According to the results of the analysis of all the factors of the change process are equally important for its successful implementation; some may be more important than others in certain contexts.

Managers during the planning process of change should pay attention to the improvement or creation of systems of remuneration that support the implementation of change. Connection of objectives to reward systems change would be a good choice for managers. This means the use of incentives or rewards to those who contribute to achieving the objectives of the change. The use of systems of remuneration related to the objectives of the change promotes the involvement of different groups.

Also, managers should pay greater attention to the participation in the drafting of the vision and strategy. If people become part of this process it is easier for them to accept change and to dedicate themselves to achieving the objectives of the change.

Keywords: Strategic management, changes, organization, effectiveness.

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