



Does scenario thinking make a difference?

By Stephanie Smith

GRIN Verlag Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Neuware - Diploma Thesis from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of Mannheim, language: English, comment: Im Anhang sind die vollständigen Materialien zum entwickelten Experiment zu finden. , abstract: Change has become an inevitable part of business life. Although this is an acknowledged fact and companies are aware of its importance, managing change as well as assuring flexibility is a complex undertaking, often unsuccessfully conducted (Bacon et al., 2010; Clegg et al., 1997; Gibbs, 1997; Holman et al., 2000; IBM, 2004; Landauer, 1995; Lassen & Nielsen, 2009; Levasseur, 2010; Willcocks & Grint, 1997). The questions subject to this thesis are: How can the individual's attitude towards change be altered Does thinking in scenarios contribute to gaining a higher degree of openness to change Does enhanced openness to change find expression in the individuals' attitude towards new information And do individuals, who experience an increased individual absorptive capacity, positively evaluate the effectiveness of practices that support the development of the capability to appreciate new information Since it represents a conceptual piece...



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