

MANAGING CHANGE IN A CHANGING WORLD

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ABSTRACT

The paper aims to examine the strategic positioning of Human Resources (HR) practitioners in the dynamic landscape of organizational change by proposing a new change-conscious framework through a comprehensive review, examination and synchronization of existing literature on HR management, organizational change, and strategic positioning in bid to identify existing gaps and propose new insights for a proactive and practical strategies for positioning Change Management for the Changing world. From this review we found out that the current literature and models are reactive and does not better position the organization to appropriately respond to the dynamic nature of the evolving business landscape and there is a need for specific strategies for HR practitioners on how to handle the changing nature of work. We have therefore proposed a new framework and outlined strategies on how both the organization and HR Practitioners can survive, sustain and succeed in a changing world. We suggested that Practitioners need to develop a versatile skill set, including agility, adaptability, and strategic foresight, to navigate the complexities of the evolving workplace. The findings emphasize the importance of continuous learning and development in HR practices, with potential applications in designing training programs and curriculum enhancements for HR education.

Keywords : Change Management, HR Practitioners, Current & Future of Work, Strategies, Framework

1. INTRODUCTION

Change is a dynamic and inherent aspect of organizational life, encompassing alterations in structures, processes, technologies, or strategies (Burnes, 2004). It involves moving from the current state to a desired future state, acknowledging that organizations operate in environments that constantly evolve (Cameron & Green, 2015). The contemporary business landscape is marked by an ever-increasing pace of change driven by technological advancements, globalization, and dynamic market shifts (Christensen, C. M., & Overdorf, M. (2000), Ohmae, K. (1990). In this context, the role of effective human resource (HR) management becomes paramount, as HR practitioners play a pivotal role in steering organizations through strategic changes (Ulrich, D., & Brockbank, W. (2005). Despite the undeniable significance of HR in managing change, a conspicuous gap exists in the current literature, particularly in delineating the specific strategies and competencies requisite for HR professionals amidst the unfolding challenges of today and tomorrow.

Leading scholars, such as Jackson and Ruderman (1999), have underscored the strategic importance of HR in organizational change, advocating for a proactive and adaptable HR function. While numerous studies have explored the general role of HR in change management, a focused examination into the strategic positioning of HR practitioners is noticeably absent. This research endeavors to fill this scholarly void by providing a comprehensive conceptual overview that delves into the intricacies of managing change in a rapidly evolving world. The specific focus lies in understanding how HR practitioners can strategically position themselves to adeptly address the contemporary and future challenges that organizations face.

In building upon the existing body of knowledge, this research aligns with the scholarly discourse initiated by influential researchers like Beer and Nohria (2000). These scholars advocate for a transformative shift in the role of HR professionals, urging them to evolve from traditional administrative functions to become strategic partners in organizational success (Beer, M., & Nohria, N. (2000), Ulrich, D., & Brockbank, W. (2005). By combining theoretical foundations with practical insights, this study aspires to not only contribute