

**PROCESS OF CHANGE IN THE ORGANIZATIONAL CULTURE IN BUILDING A CO-CREATIVE
COMPANY: A CASE STUDY AT GE HEALTHCARE**

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[dx.doi.org/10.18374/JABE-13-1.1](https://doi.org/10.18374/JABE-13-1.1)

ABSTRACT

This article seeks to identify the methods used for cultural change in building a co-creative company, as well as obstacles faced in this process. The study analyzes the multinational GE Healthcare which gives the value creation overall strategy for ensuring greater access to the public health. As we used the theoretical model of strategic change Pettigrew, considerations of organizational culture Schein, Fleury and Deal and Kennedy, among others, and the four principles to Co-create Prahalad and Ramaswamy. The method used was the case study, using the techniques of observation, analysis of internal and external content and open interviews. As a result, it was found that the cultural transformation required the development of several mechanisms, such as launching a program with the goal of creating a culture of health in employees to facilitate internal management in an environment conducive to co-creation.

Keywords: *Co-creative Company, Organizational Culture Change, Health Sector.*