

Organizational Change Management Strategies in Modern Business


By Asl Goksoy




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Organizational Change Management Strategies in Modern Business covers the most important elements of change management as well as the difficulties and challenges that organizations have faced when implementing change. In sampling different disciplines relevant to topics such as resistance to change, mergers and acquisitions management, leadership, the role of human resource strategies, and culture, this reference work is a useful resource for academics, professionals, managers, administrators, and others interested in organizational change.

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Editorial Review

About the Author

Asli Goksoy is Assistant Professor in Business Department at American University in Bulgaria, where she has been a faculty member since 2010. Prior to coming to Bulgaria, she was a Lecturer and Chairman of Aviation Logistics Program at Istanbul Commerce University. She received a B.A. in Economics from Istanbul University and M.B.A. in International Business from Pace University, Lubin School of Business at New York. She received her Ph.D. in Organizational Behavior from Marmara University, Social Sciences Institute, in 2009. Her primary research interests are in the field of organizational change and organizational culture.

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