

**THE IMPACT OF ORGANIZATIONS INTERNAL
READINESS FOR CHANGE MANAGEMENT
INITIATIVES ON INNOVATION BEHAVIOR
(WITH SPECIAL REFERENCE TO LISTED MANUFACTURING
AND SERVICE ORGANIZATIONS)**

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ABSTRACT

This time period represents the rise of the “knowledge economy” and In order to create continuous and sustained value creation firms, must devise and implement an innovation. For that Organizational change management initiatives should carefully study in order to increase the rate of innovations within firms. On that scope the main purpose of this study is to explore the impact of organizations internal readiness for change management initiatives on innovation behavior in manufacturing and service organizations listed under Colombo stock exchange. ADKAR model has been occupied within the study in evaluating the organizations readiness for change and the firms innovation behavior has been measured through the number of innovation that the service and manufacturing organizations have come up within 2011 and 2012. The study examined 16 manufacturing organizations and only 14 companies were responded and data were collected through likert scale questionnaire. Data were analyzed by using descriptive statistics and inferential statistics. The analysis shows that from the change management initiatives knowledge is making significant impact on innovation behavior while the other four factors of Awareness , Desire, Ability, Reinforcement doesn't make impact on coming up with higher number of innovations. Further the findings of the study reveal that there is no any different between service and manufacturing organizations regarding their readiness for change management initiatives.

Key wards: Change management initiatives, Innovations, ADKAR model