

Effects of Change Management on Competitive Advantage in ICT Sector in the Republic of Croatia

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Abstract

The sector of information and communication technologies (ICT) is characterized by dynamic and rapid technical progress, convergence, and system integration, which leads to rapid changes in all business segments and requires immediate and adequate adaptation of the organization to changes. The activities of the ICT sector are of key importance for influencing the growth and development of the country's entire economy, while information and communication technologies are a crucial part of modern business and an indispensable tool in achieving business efficiency and success. In order to produce the conclusions arising from the hypothesis of this scientific research that change management has a positive effect on the creation of competitive advantage in the ICT sector in the Republic of Croatia, this empirical research included the theoretical framework of change management composed of the determinants of change management in the ICT sector, known as ITIL structural model, then the determinant of one of the latest change management models, the ADKAR model, and determinants of the competitiveness of the Croatian ICT sector. The results of the research confirmed that change management by applying the ADKAR model in the Croatian ICT sector has a positive effect on the competitive advantage of the organization, and as such on the economic growth and development of the economy.

Keywords: personal change, organizational change, ADKAR, ITIL, change management