

# EFFECTIVE CHANGE MANAGEMENT IN SERVICE OF ALFUEENT BUSINESS DECISION MAKING PROCESS

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**Abstract:** *The pace of change of the business scene in the 21st century is so rapid and the degree of obsolescence if organizations resist change is so ruthless that the only way out for many companies is to change or perish. In this framework, it becomes critical that organizations develop the capabilities to adapt and steer change in their advantage. The most effective approach to resolving this issue is through understanding the significance of clear and effective communication, its effects on human resources in a process of managing change- all for the purpose of adequate decision-making process. This paper has been written using an analytical approach, based on previously developed facts and analysis, while applied to contemporary market challenges. Firstly, the paper will reflect on introducing change management as a discipline to a modern market environment, the challenges companies are facing through its improvement, while exposing its effects on decision making processes in a business strategy. In conclusion, the paper summarizes facts of previous analyses of change management aspects as well as models of decision-making processes, leaving a space to a reader to make an educated conclusion on the importance of developing and implementing change management principles into company's strategies.*

**Keywords:** *change management, decision making, leadership, organizational change management, decision making process models*