

عنوان مقاله:

Form Artificial Transferring Oranganization to Real Privatization: A Critical Approach

محل انتشار:

ششمین کنفرانس بین المللی مدیریت (سال: 1387)

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خلاصه مقاله:

In this article, I struggle to discuss about important issue in business environment of Iran that has ignored by many specialist of management area. I want to search "Is there circumstances of privatization in iranian organization? It is obvious, privatization process cause to domination of market power and particularly, customer needs and preferences. This profound transform need too especial requisites. At first, I show a model that illustrates changes result from organization transferring and then in detailed discuss about most important and initial practices [Market-based (customer-orientation) Management; transformational leadership; Innovativeness by Denison model; Change Management; Knowledge Management innovation- based HRM] that must operate for reaching real and actual .privatization

کلمات کلیدی:

Privatization, Transformational, Leadership, Chang Management, Knowledge Management, Market-based (customer-orientation) Management

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