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M.Sc.-Master of Science in Economic and Business Strategy

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ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ

INVESTING IN THE FUTURE



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ANALITZIMO EPAA



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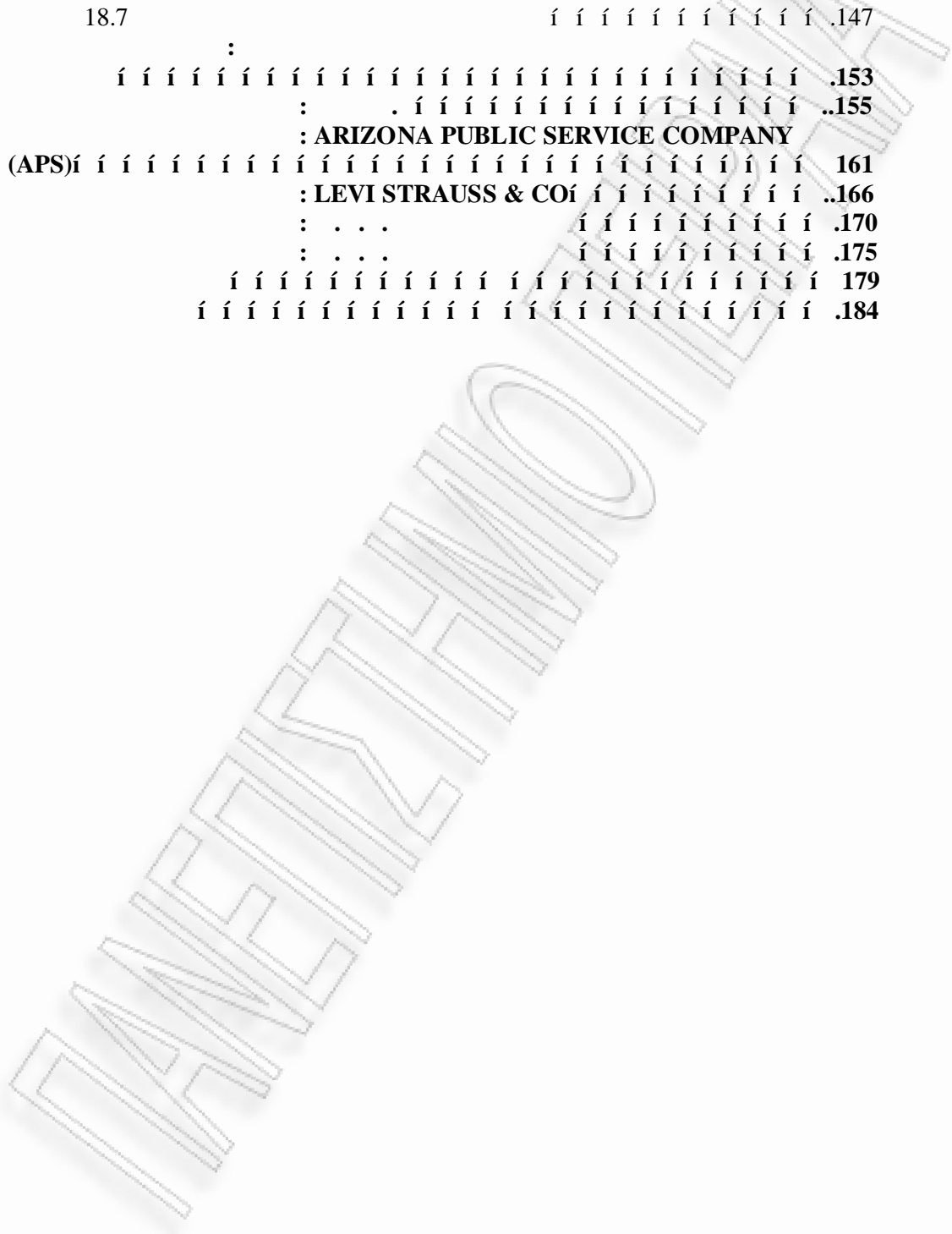
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3: í í í í .18
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6: í í í í í í í í .30
7: í í í í í í í í í í í í í í í .37
7.1 í í í í í í í .37
7.2 í í í .39
8: í 42
9:
í í í í í í í í í í í í í í í í í í í .43
10:
í 54
10.1 í .57
11:
í 63
12: í í í í í í í í í í í .65
13: í í í í í í í í í í í í .68
14: í í í í í í í í í í í í í í í í í í í .73
14.1 í í í í í í í í í í í í í í í í í í í 75
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15.2 Kotterí í í í í í í í í í í í í í í í í í í 80
15.3 ó (Action ó Research)í í í í í í .84
15.4 R. Mooreí í í í í í í í í í í í í í í í í í í .84
15.5 í í í í í í í í í í í í í í í 85
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í .87
16.1 í í í í í í í í 91
16.2 í í í í í í í .93
16.3 í í í í í í í í í í í 97
16.4 í í í í í í í í 105
16.5 « » í í í í í í í í í í í í í í í 107
16.6 í í í í í í í í í í í í í í í í í í í 111
16.7 . (
)í ...118
17:
í ...122
18:
í .128
18.1 í 130
18.2 í 132

í í í í í í í í í í í í í í í í í .136
í í í í í í í í í í í í í í í í í .139
ó í í í í í í ...142
18.6 í í í í í .145
18.7 í í í í í í í í í í í .147
:
í .153
: . í í í í í í í í í í í í í í í .155
: ARIZONA PUBLIC SERVICE COMPANY
(APS)í .161
: LEVI STRAUSS & COí í í í í í í í í .166
: . . . í í í í í í í í í í .170
: . . . í í í í í í í í í í .175
í .179
í .184



1: í .. 32
2: CIPS Change-Risk Modelí ...39
3: í ..62
4: í ...72
5: Blanchardí ..73
6: Lewiní ..79
7: R.Mooreí ..84
8: .í 86
9: í í í í í í í í í í í 91
10: í ...110
11: () Scheiní í í í í í í í í í í í .113
12: .í113
13: í í í í í í í í í í í 114
14: D. Kirkpatrickí í í í í í í í í í í í í í í í 126
15: S.Dolaní ...127

1: Nadler Tushmaní í í í í í í í í í í í ..17
2: í í í .40
3: J.Kotterí .53
4: í .85
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7: D.Golemaní 141

ENVIRONMENTAL PROTECTION AGENCY

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PAVETZHMOTEPAA

R. Pascale

(incremental)

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Nadler Tushman

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proactive).

		(tuning)	(re-orientation)
		(adaptation)	(re-creation)

1: Nadler Tushman (, 2002)



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PAVEZTAWO PEPVA

(Mitchell Larson, .):



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. F.Luthans

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(J.Ivancevich M.Matteson).

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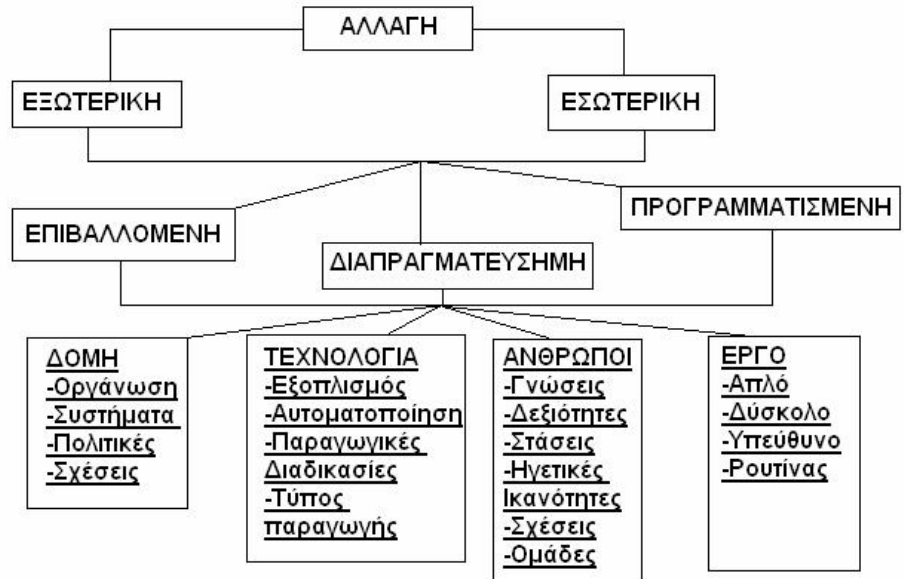
J.Randall

1. T (incremental model).

2. (Punctuated Equilibrium).

,Friesen,Tushman,Romanelli Gersick.

3. (continuous transformation).



1: (.)

Bennis « »

Bennis

(Bennis,):

(Indoctrinatio change).

2. (Coercive change).

3. (Technocratic change).

4. (Interactional change).

5. (Socialization change).

6. (Emulative change).

7. (Natural change).

Greiner

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_____ (Unilateral rower).

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i. (By decree).

ii. (By replacement).

iii. (By structure).

(Delegated power).

i. (Group decision).

ii. (Group problem solving).

(Delegated power).

i. (The case discussion group).

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ii. (The sensitivity training group).

ENVIRONMENTAL PROTECTION AGENCY

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CIPS Change-Risk Model.

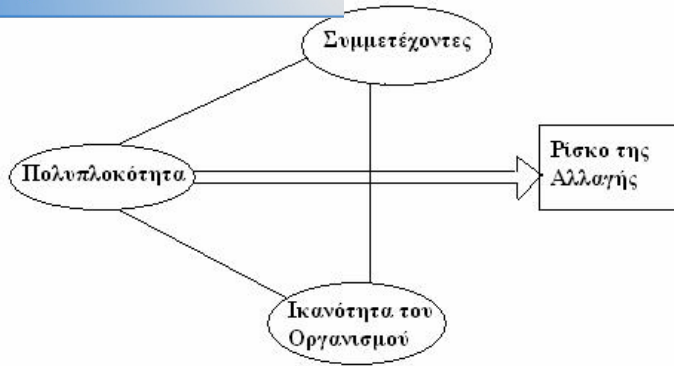
(Center

for Innovation in Public Service):

1. (Complexity).

2. (Stakeholders).

3. (Organizational Capability).



2: CIPS Change-Risk Model

(Center for Innovation in Public Service)

7.2

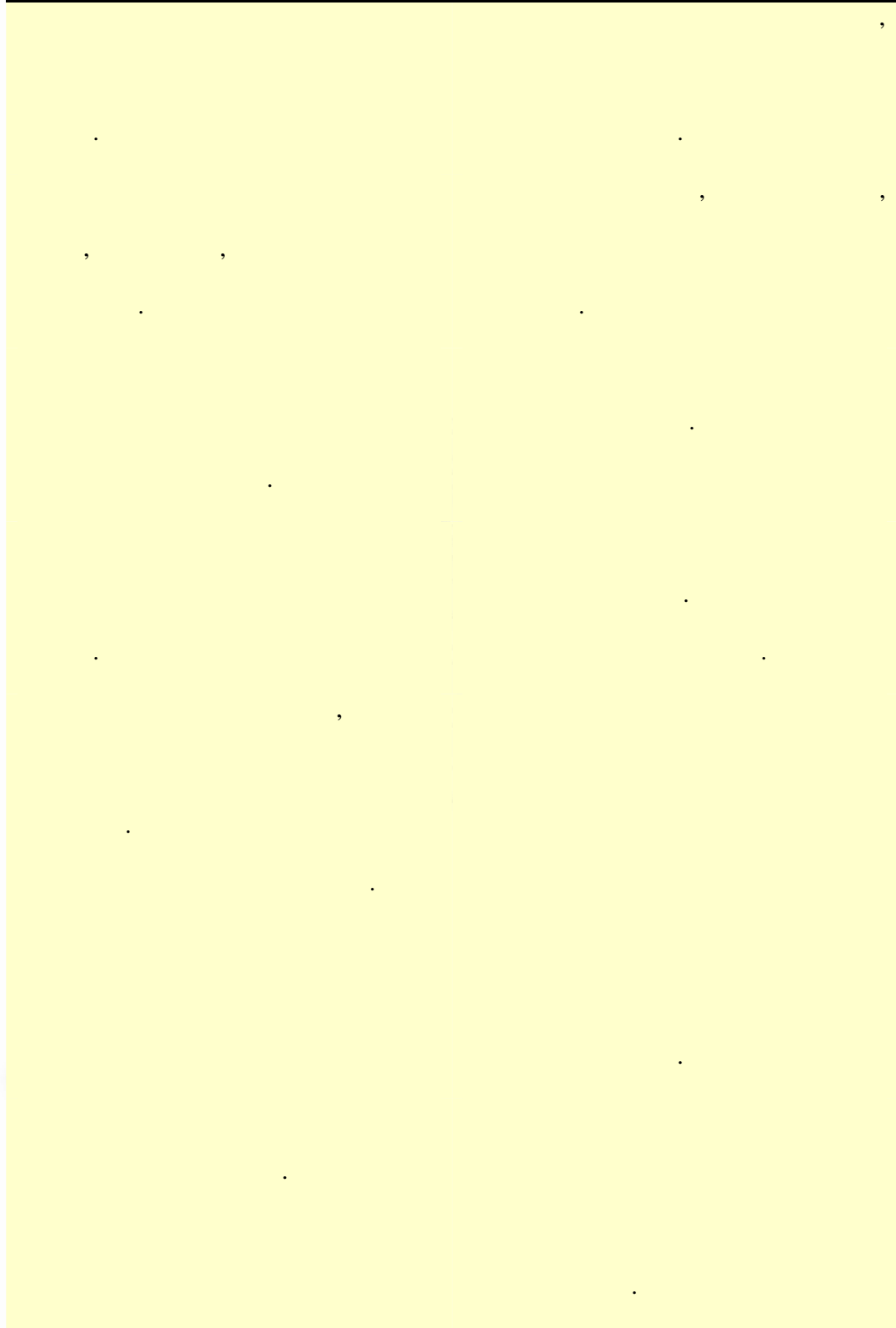
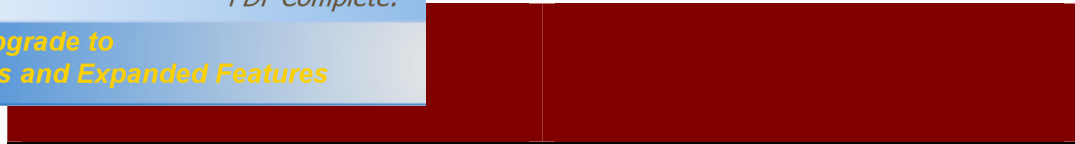
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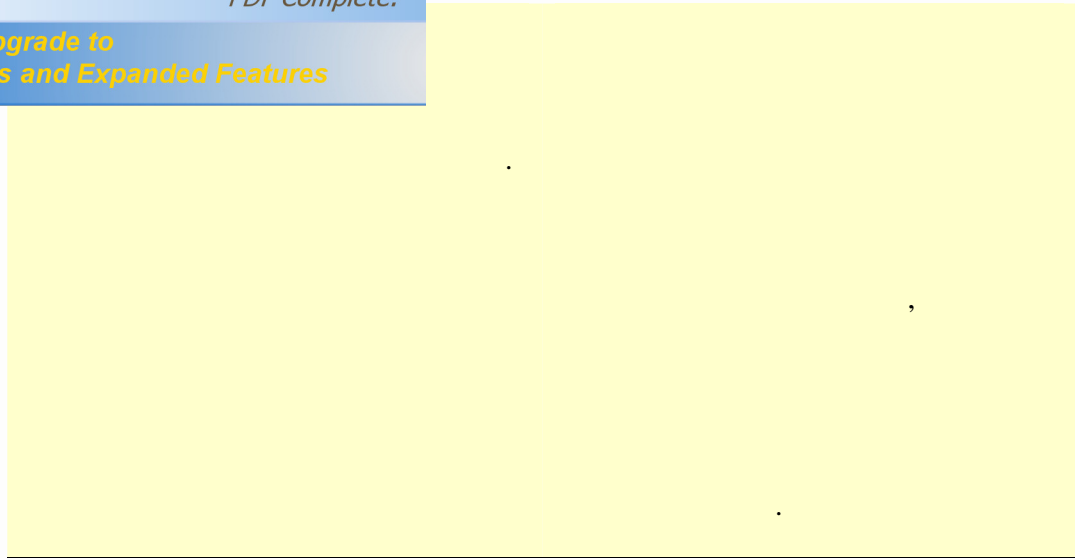


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(Center for Innovation in Public Service)

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Beer, M., and Nohria, N

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Kirkpatrick, D, Bainbridge C., Basil, D. and Cook, C., Graetz, F.

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Smith, A., Goodstein, L. and Burke, W., Stensaker, I.,

Haueng, A.C., Balogun, J., Purser, R., Bluedorn, A.

and Petranker, J.

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Berry, K., Gordon, J. and Hinings C. , Turner, R.,

C. And Anderson,E. . . .)

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PAVEZTAWO PEPVA

PAVEZTAMO TEPAA

(.),

J.Kotter

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ПАВЕЛЪ ТИМО ТЕПАН

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Schaffer R.

,and Thomson H.

Beer, M., Eisenstat, R., and

Spector B.

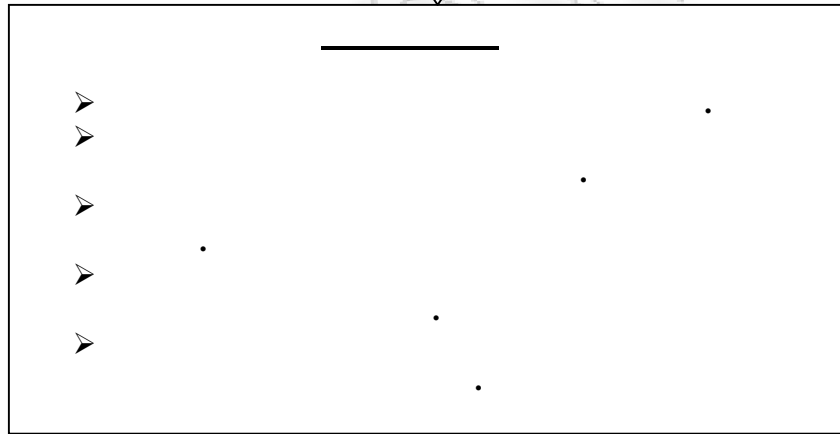
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J.Kotter

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J.Kotter ,

WAVEZTHMO TEPPAA



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WATERWORKS PEPWA

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Christensen, C.M.,

Marx, M. and Stevenson, H. , Beer, M., Eisenstat, R., and Spector B. , Purser, R.,
Bluedorn, A. and Petranker, J.

Schaffer R. ,and Thomson H.

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PAVETZHMOTEPAA

Schaffer R. ,and Thomson H.

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J.Kotter.

(feedback)

TABLE OF CONTENTS

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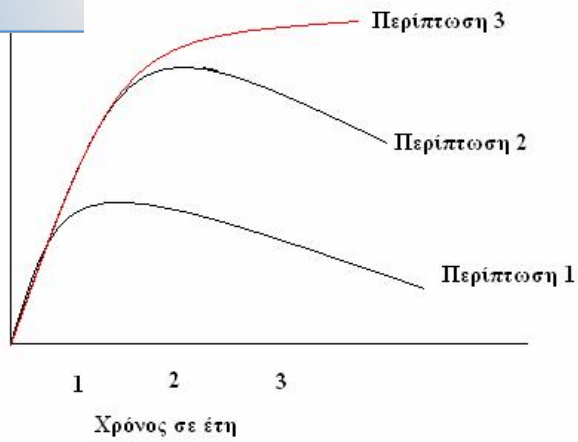
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Μετασχηματισμός
Επιχείρησης



3:

. (J. Kotter)

ΠΑΝΕΠΙΣΤΗΜΙΟ

J.Kotter

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Bennis

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(Bennis).

ø (Kotter)

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Bruce, A. and Langdon, K.

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(Measuradle)

(Achievable)

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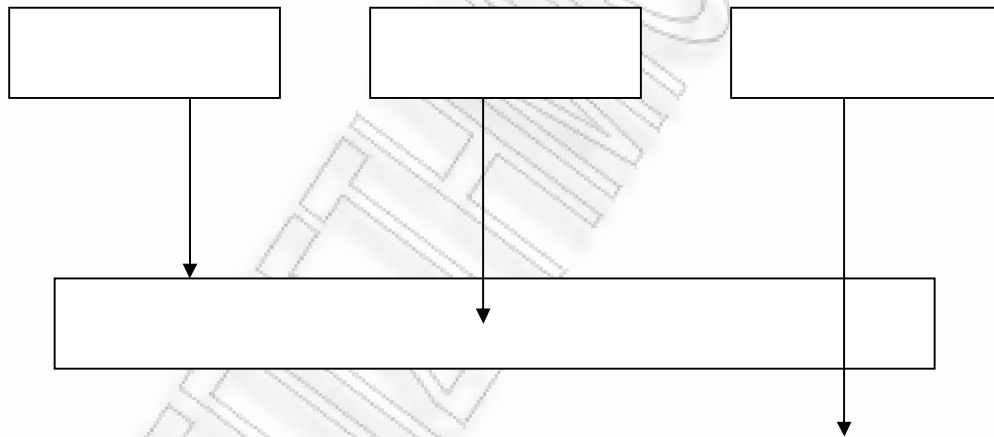
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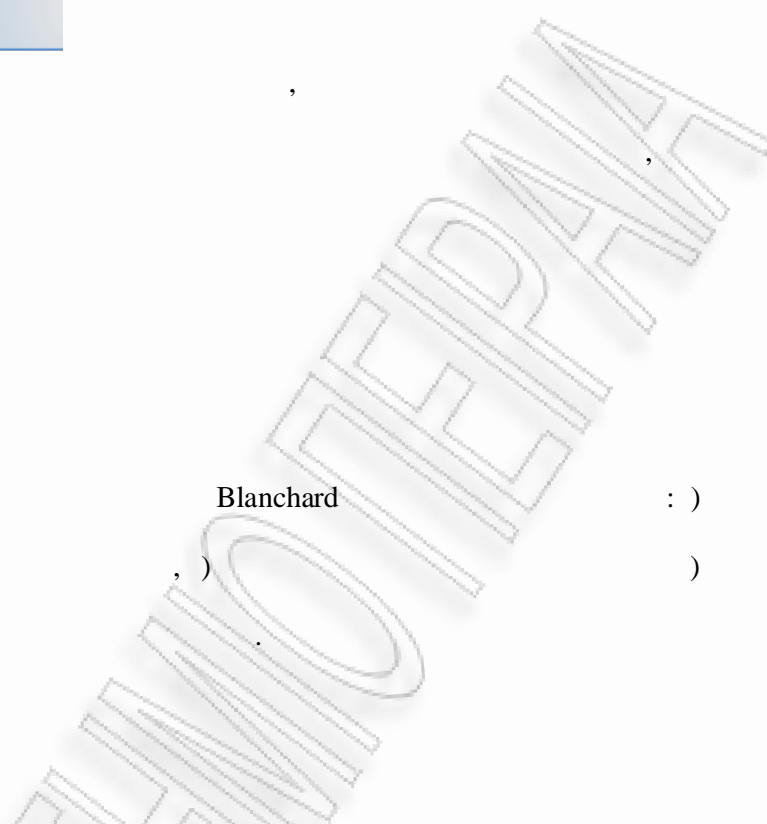
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:Quigley, J. , Slater, S. , Rajagopal, S. and Bernard, K. , Goodstein, L. and Burke, W., Vandermerwe, S. and Vandermerwe, A. , Graetz, F. Rimmer, M. Lawrence, A. and Smith, A. , Kanter R.M., Stein B. and Jick T., Kast F., and Rosenzweig J.



4:

(J.Kotter)



Blanchard :)

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5: Blanchard (,)



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PAVETZHMV EPFA

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(participative) ó (coerced).

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MEMORANDUM FOR THE PRESIDENT

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15.1

Lewin.

Kurt Lewin,

(change)

(refreezing).

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(unfreezing), -

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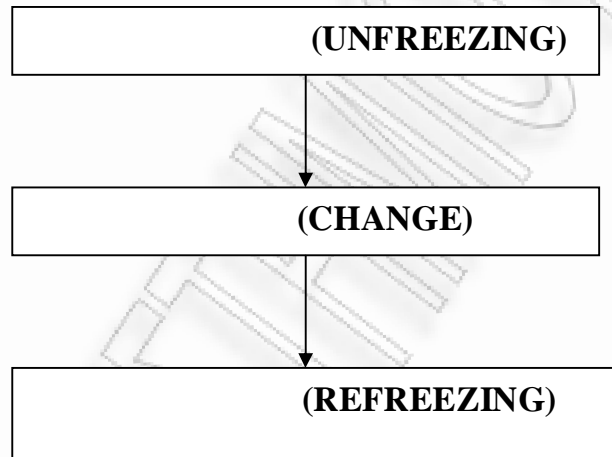
(status quo)

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6: Lewin.

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John Kotter.

(Kotter)

(Kotter,

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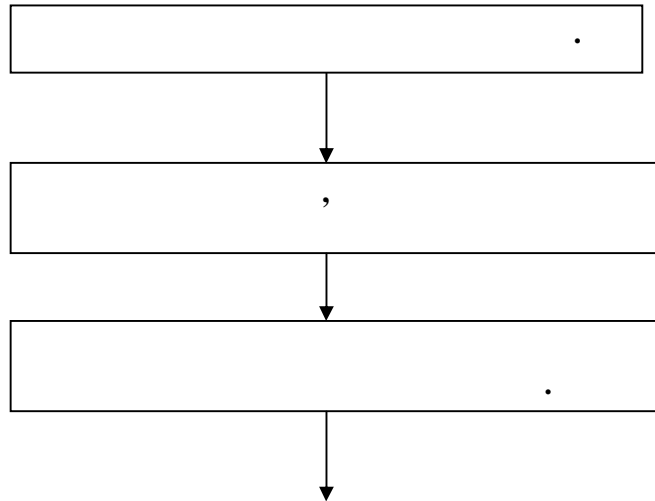
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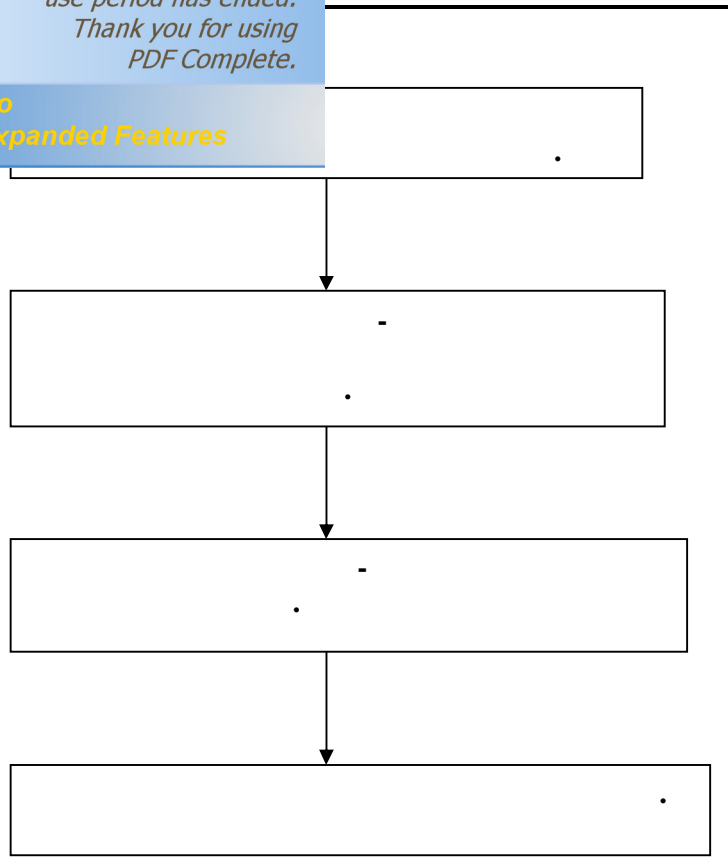
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ó (Action ó Research).

15.4 R. Moore.





7: R.Moore. (R.Moore).

15.5

Lewin (1947)	
Beckard and Harris (1977)	
Beer (1980)	
Kanter (1983)	

Nadler and Tushman (1989)	
Kotter (1996)	

4: . (Kanter R.M., Stein B. and Jick T.)

Ενισία Προσεγγιση			
Η αλλαγή ως προβλέψιμο φαινόμενο	- Lewin (1951)	-Conner(1992;1998)	Η αλλαγή ως περίπλοκο φαινόμενο
	-Kotter(1995)	-Senge et al(1999)	
	-Duck(1989)	-Nadler,Tushman(1999)	
	-Beckhard(1969)	-Beer,Nohria(2000)	
	-Hammer, Champy(1993)	-Tichy(1993)	
		-Hurst(1995)	
	-Pascale(1999)	-Wheatley(1992;1993)	
	-Beckhard(1969)	-Litchenstein(1996;1997)	
	-Snge(1997)	-Blackmore(1998)	
	-Body,Buocanan(1992)	-Ashridge(1999)	
	-Senge et al(1999)	-Shaw(1997)	
		-Weick(1995)	
		-Jaworski,Scharmer	
Διαφοροποιημενη προσεγγιση			

8: . (Higgs, M. and Rowland, D.)



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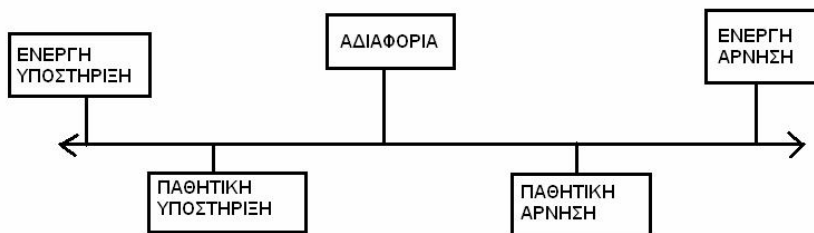
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Eldor, P.D. and Tippett, D.

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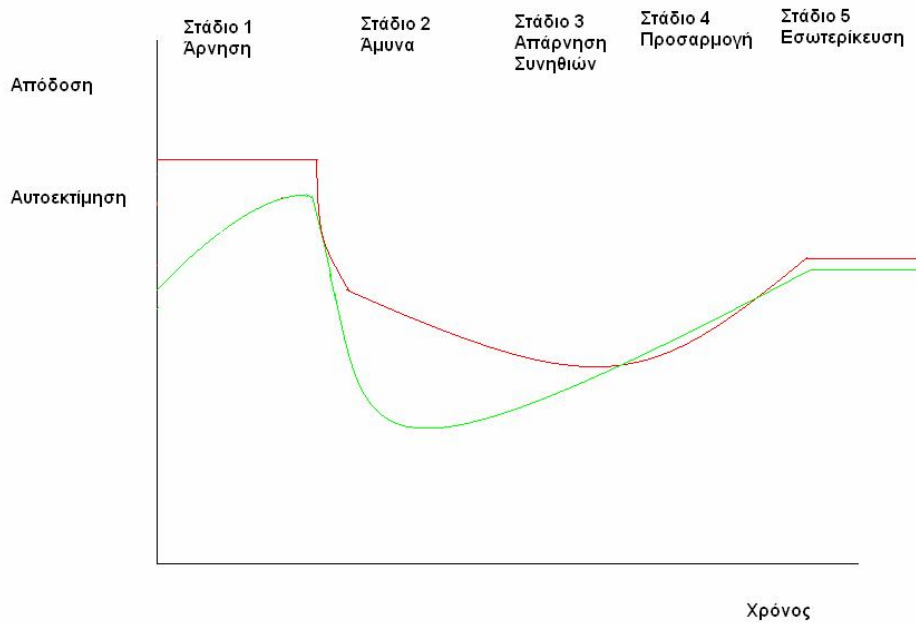
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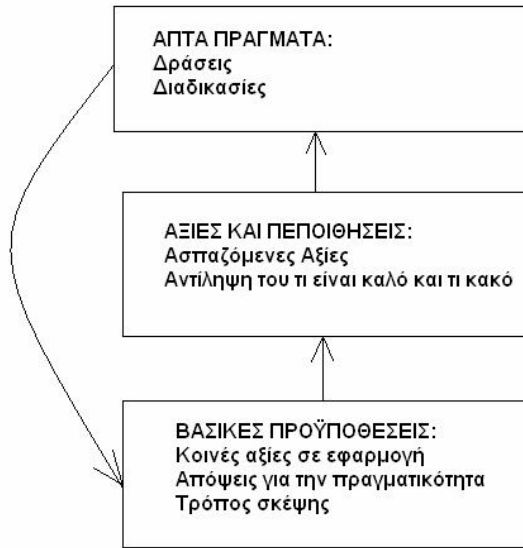
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Schein

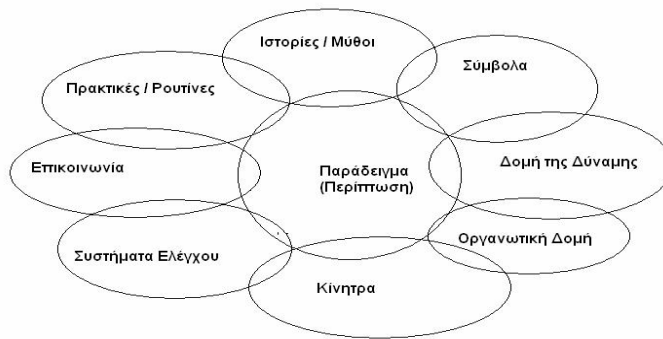
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11: () Schein.(Dooley)

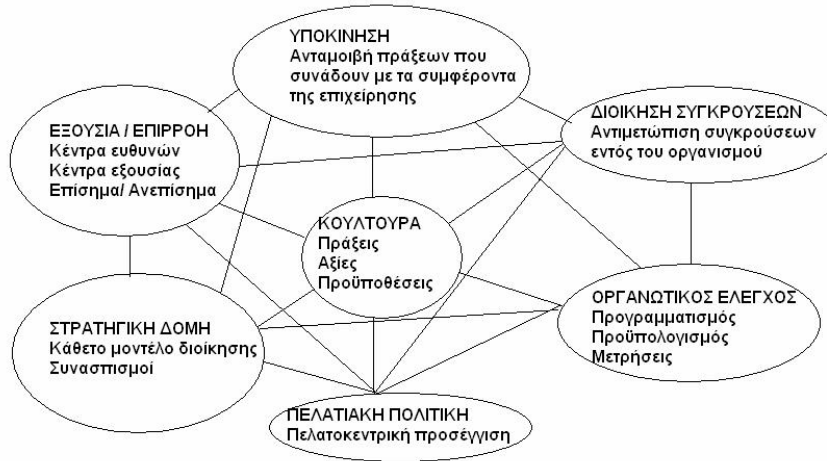


12: . (Hendry, J. and Hope, V. Johnson, G.)

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D. Kirkpatrick



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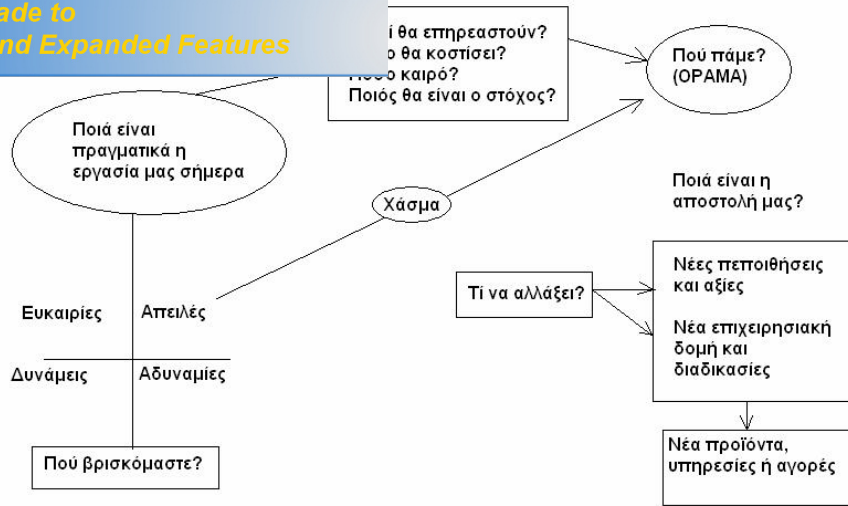


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D. Kirkpatrick.

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