Back to the future: revisiting Kotter's 1996 change model
Back to the future: revisiting Kotter's 1996 change model. Steven H. Appelbaum. John Molson School of Business, Concordia University, Montreal, Canada. Kotter's change management model appears to derive its popularity more from its direct and usable format than from any scientific consensus on the results. However, the model has several limitations that are identified, impacting upon its universal acceptance and popularity. Research limitations/implications: Further studies should examine the validity of Kotter's model as a whole. More importantly, change management research should form a greater link with stakeholders in order to translate current research into a format usable by practitioners. Kotter's change management model appears to derive its popularity more from its direct and usable format than from any scientific consensus on the results. However, the model has several limitations that are identified, impacting upon its universal acceptance and popularity. Research limitations/implications: Further studies should examine the validity of Kotter's model as a whole. More importantly, change management research should form a greater link with stakeholders in order to translate current research into a format usable by practitioners. Support of the classic change management model proposed by John P. Kotter in his 1996 book Leading Change. His work was based on his personal business and research experience, and did not reference any outside sources that has questioned its value. A current perspective on a limited tested model aims to be a focus of this paper. You've reached the end of your free preview. Want to read all 22 pages? TERM Fall '13. TAGS Management, Kotter, John P. Kotter. Share this link with a friend. Copied!