

Organizational Change Management in Creating an Organizational Culture and Knowledge Sharing that Innovate in Digital Technology

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Abstract:

Organizational change management in the advancement of digital technology becomes strategic in organizational culture and sharing knowledge in carrying out innovation, so that it can provide the best. The aim of this research is to analyze organizational change management in creating an organizational culture and knowledge sharing that innovate in digital technology. This research uses a qualitative method using library research, namely a method of collecting data by understanding and studying theories from various literature related to the research. There are four stages of library study in research, namely preparing the necessary equipment, preparing a working bibliography, organizing time and reading or recording research material. This data collection uses the method of searching for sources and constructing them from various sources, for example books, journals and research that has already been carried out. Library materials obtained from various references are analyzed critically and must be in-depth in order to support the propositions and ideas. It is hoped that this article can explain the concept of organizational change management in the context of creating a work culture that supports innovation. The research results showed that Synchronization of organizational culture elements with knowledge management elements that regulate how to advocate a supportive organizational culture that encourages employees to have the intention to ensure that knowledge is created, stored, transferred and applied is very important, thus the importance of effective organizational change management in creating a successful work culture. support innovation. An innovative work culture can generate competitive advantages for organizations and enable adaptation and growth amidst constant change. The author also underlines the need for further research and study in the field of organizational change management to increase understanding and best practices in creating a work culture that supports innovation.

Index Terms:

Organizational Change Management, Organizational Culture, Knowledge Sharing