

**A STUDY ON REASONS, RELATIONSHIPS AND
RESULTS MANAGEMENT (THE 3RS MANAGEMENT)
IN MANAGING ORGANIZATIONAL CHANGES:
PRIVATE BANKS IN BATTICALOA AND AMPARA
DISTRICTS**



ANOJAH SAHAYANATHAN



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY SRI LANKA**

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Abstract

In the competitive world every organizations has to adopt changes continuously in order to survive in long run. In managing organizational changes, organizations have to practices 3R management effectively in order to achieve intended objectives. In this context work force of the organization is the most considerable factor when making any changes. Organizations managing change through three fundamental aspects such as reason, relationship and results management. The first three objectives of this study is to identify extent to which private banks handle reason management, relationship management and results management effectively when managing Organizational Changes. To find out differences in the level of effectiveness of the 3R management when managing have significant difference in terms of banks, gender and age groups.

The research framework of study consist three variables such as reason, relationship and results management which are used to measure the level of effectiveness of 3R management was conducted among 179 employees of private banks. The structured questionnaire was administered to collect data were analyzed by using univariate analysis and bivariate analysis. The result for the first three objectives shows higher level of effectiveness of 3R management in private banks. In cross tabulation the level of effectiveness 3R based on banks, Sampath and Commercial in higher and moderate level effectiveness in HNB and Seylan. When comparing gender with 3R management male respondents perceived that 3R management in high and moderate level in female. When comparing age group with 3R young age group and above 40 is in high level and age level 26-30 and 31-40 is in moderate level. So the private banks in Batticaloa and Ampara district handle 3R management effectively.

Key words: organizational change, reason management, relationship management, results management and effectiveness.

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