

## **CHANGE MANAGEMENT: A CASE STUDY IN THE REPUBLIC OF MOLDOVA THROUGH THE PRISM OF BUSINESS EFFICIENCY**

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### **Abstract**

Organizational culture in the current conditions has become a well-known and deeply developed phenomenon by international companies, including those in the Republic of Moldova. Despite the fact that our country has been independent for 29 years and in conditions of developing the market economy, we managed to have good practices in the managerial field, including in terms of organization. Organizational culture in terms of organizational change is a current topic, with a precedent in companies, international corporations, which led the researcher to an analysis of national experience in the efficient management of a local enterprise. The fact that in recent years the Republic of Moldova has known good performances in the theoretical substantiation of management has left a rather convincing and applicable imprint in the practice of national companies. Among the entities with developed organizational culture are identified primarily those in the banking field. In this context, the author managed to present in this article a practical study on the analysis of organizational culture in the context of change management with effects of managerial and administrative efficiency. This entity continues to be one of the largest and most representative commercial banks in the Republic of Moldova, including highlighted by the particular and efficient organizational culture.

**Key words:** organizational culture, change management, efficiency, managerial performance, banking