# Article information:

JRFM | Free Full-Text | Minimising Risk—The Application of Kotter’s Change Management Model on Customer Relationship Management Systems: A Case Study  
<https://www.mdpi.com/1911-8074/14/10/496>

# Article summary:

1. The success or failure of change management processes in implementing customer relationship management (CRM) systems has a direct impact on business risk and financial outcomes.

2. Business intelligence (BI) is an umbrella term that includes applications, infrastructure, tools, and processes that enable analytics of information to improve decision-making and performance.

3. Approximately 70% of all change projects fail, highlighting the need for a better understanding of change management models like Kotter's model in the context of BI change programs.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "Minimising Risk—The Application of Kotter’s Change Management Model on Customer Relationship Management Systems: A Case Study" discusses the application of Kotter's change management model in implementing a Customer Relationship Management (CRM) system. While the article provides some valuable insights, there are several areas where it falls short and exhibits potential biases and limitations.

One potential bias in the article is its focus on the success of Kotter's change model without adequately considering alternative change management approaches. The author states that approximately seventy percent of all change projects fail, but does not explore other models or theories that may offer different perspectives or strategies for successful implementation. This one-sided reporting limits the reader's understanding of the broader context of change management and potentially overlooks valuable insights from other approaches.

Additionally, the article lacks sufficient evidence to support its claims about the effectiveness of Kotter's model in the context of BI change programs. While it mentions that previous research has analyzed the efficacy of Kotter's model, it does not provide specific examples or references to support this claim. Without concrete evidence, it is difficult to assess the validity and reliability of these findings.

Furthermore, the article fails to address potential counterarguments or limitations of Kotter's model. Change management is a complex process influenced by various factors such as organizational culture, leadership style, and employee engagement. By not acknowledging these complexities and potential challenges, the article presents an overly optimistic view of Kotter's model and its applicability in all situations.

Another limitation is that the article primarily focuses on promoting Kotter's model rather than providing a balanced analysis. It suggests adaptations to improve Kotter's model without thoroughly exploring alternative frameworks or considering their potential advantages or disadvantages. This promotional tone undermines the objectivity and credibility of the article.

Moreover, while risk minimization is mentioned in the title and introduction, there is limited discussion about specific risks associated with CRM implementation or how Kotter's model addresses these risks. The article does not provide a comprehensive analysis of potential risks or mitigation strategies, which limits its practical value for organizations considering CRM implementation.

In terms of missing points of consideration, the article does not delve into the specific challenges and complexities of implementing BI tools and systems. It briefly mentions the emergence of Industry 4.0 and its impact on business opportunities and challenges but does not explore how these technological advancements may affect change management processes or introduce additional risks.

Overall, the article presents a narrow perspective on change management by focusing solely on Kotter's model and neglecting alternative approaches. It lacks sufficient evidence to support its claims, overlooks potential counterarguments, and fails to address specific risks associated with CRM implementation. A more balanced and comprehensive analysis would have provided a more nuanced understanding of change management in the context of BI projects.

# Topics for further research:

* Alternative change management models for CRM implementation
* Critiques of Kotter's change management model
* Risks and challenges of CRM implementation
* Impact of Industry
* 0 on change management in BI projects
* Best practices for mitigating risks in CRM implementation
* Comparative analysis of change management approaches in BI projects

# Report location:

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