**CONTEMPORARY DEVELOPMENTS IN GLOBAL HRM**

**Learning Outcome 3: ACTIVITY 3**

**PAIRED ACTIVITY**

**Diffusion of change management**

Read [Taesung Kim, (2015) "Diffusion of changes in organizations", Journal of Organizational Change Management, Vol. 28 Issue: 1, pp.134-152](https://doi.org/10.1108/JOCM-04-2014-0081). (This article will be available in your online student resources.)

What change management activities would you recommend for each segment of adopter?

|  |  |
| --- | --- |
| **Innovators** |  |
| **Early adopter** |  |
| **Early majority** |  |
| **Late majority** |  |
| **Laggard** |  |