**Exploring Change Management and Innovation in Strategy-Technology-Management (Stra.Tech.Man) terms**

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**Abstract**

The present article explores how the concept of change management evolves within the context of the current restructuring of globalization and, more specifically, how a new approach to the phenomenon of organizational change is built in terms of the Stra.Tech.Man evolutionary triangle (Strategy-Technology-Management). Although organizational change is distinguished fundamentally between different perspectives, change management in Stra.Tech.Man terms is eventually a process which can synthesize adaptively the different perspectives in order for an organization to effectively innovate. In conclusion, organizational success is articulated in a continuous cycle of five consecutive Stra.Tech.Man steps, where every step has its own conditions of successful innovation and evolution.

**Keywords:** Change management, Organizational change, ΕvolutionaryStra.Tech.Man triangle, Innovation

**JEL Class:** L20, L22, O32