

BUSINESS PROCESS REENGINEERING AND ITS EFFECTS ON ORGANIZATIONAL PERFORMANCE

ABSTRACT

The firms are nowadays in search of brand new management approaches in order to increase their competition power related to rapid changes and technological developments. Technological developments, increasing customers expectations and unstable economy make the companies change. Organizational environment and work place conditions are changing. Adapting to recent conditions is the only way to compete. Business process reengineering (BPR) is mainly re-organizing the work processes. BPR changes the methods of process organizations, the roles of the practitioners, the structure and order of process levels. There are many challenges that industrial enterprises face to maintain their competitiveness. Running industrial operation effectively is not enough in the long run. Capabilities of innovation and utilizing innovativeness in new ways are required in future competition. Business Process Reengineering (BPR) is one of the most recent innovations in industrial engineering and management science which represents the rapid and radical redesign of strategic, value-added processes and the system, policies and organizational structures that support them to optimize the work flows and productivity of an organization.

Keywords: Business Process Reengineering, Innovation, Competition, Radical, Process