**ABSTRACT**

Business organizations confront increasing and more complex changes in economic, technological, and social environment than never before. Internationalization and globalization, accelerated technological changes, growing scarcity of resources, the circumstances of global financial crisis – these all shape the current world business environment and trigger desire for change.

Although the organizational change process has been examined in a variety of contexts, there seems to be a constant lack of ultimate answers on how to manage the change successfully in different cultural settings.

This paper gives an overview of major issues of managing organizational change in multicultural context. The focus of this preliminary theoretical study is the statement that companies operating on internationalized markets in different cultural settings should know how to manage organizational changes effectively. This should involve the application of a methodologically sound, customised approach to change, comprising the facilitating OD interventions congruent with a particular national culture. These issues need a profound study and empirical research, which will be the next step in the author’s work.