

Research Report about the Merger Syndrome



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GRIN Verlag Jun 2010, 2010. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2010 in the subject Business economics - Personnel and Organisation, grade: 1,7, Griffith University, language: English, abstract: 1. Introduction Although mergers have become a popular strategy to reach organisational growth, diversify products, or obtain competitive advantage, the amalgamations do not always lead to improvement and success and often fail, as mergers are accompanied with several severe potential problems (Pikula, 1999). For this research report, the case Grape Expectations: A Case Study of the Southcorp-Rosemount merger, written by John Rice and Peter Galvin and published in 2005, serves as basis for the identification of a problem related to mergers. The study deals with the acquisition of Rosemount Estates by Southcorp Wines in 2001. In this context, it analyses the strategic drivers of the merger, and the tensions and benefits resulting from the acquisition. This research report will examine the merger syndrome in detail, which is one major problem out of many issues related to mergers. The paper will identify the major negative consequences of the merger syndrome and analyse how to deal with it. It will argue that, for managers, the best way to deal with the merger syndrome is to provide good communication to calm and motivate employees and also a retention programme in order to assure employees' loyalty to the company during the merger. 16 pp. Englisch.

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