

# FPP BizNewz

January - May 2025

MANAGEMENT • INVESTMENT • ECONOMICS • ENTREPRENEURSHIP • TECHNOLOGY

DIGITAL MARKETING  
**in a digital age**

**BRAIN DRAIN**

A Point of View in Malaysia

**MENTAL  
HEALTH**

*Bagaimanakah Penularan*

**PLANKTON  
MERBAHAYA**

*Memberi Kesan kepada  
Usahawan Pesisiran Pantai*

**BUKIT  
LUNING**



**PERANAN  
MAJIKAN  
DALAM  
MENANGANI  
TEKANAN KERJA  
PEKERJA**

**BUBU NAGA**

*Sekat Rezeki Nelayan Tradisional*

**MOTIVATING  
MINDS**

*How Lecturers Can Use Positive  
Reinforcement to Boost*

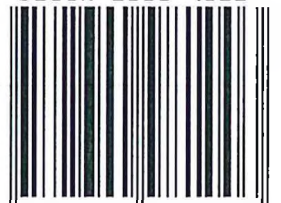
**HUTANG**  
*Kawan atau Lawan?*

*Unik tapi Benar*  
**KANTUNG MADU KELULUT BERBEZA**

**RINTANGAN INSULIN**

*Punca, Risiko dan Hubungannya dengan Diabetes*

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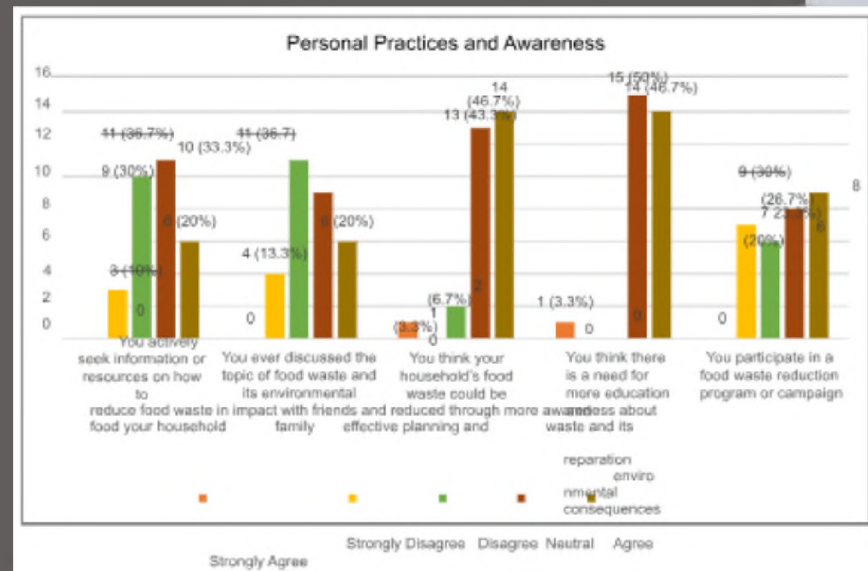


FIGURE 5 PERSONAL PRACTICES AND AWARENESS

This section delves into participant awareness of and engagement in campaigns, educational initiatives, and routines aimed at reducing food waste. Notably, participants express a strong desire to learn more about cutting down on food waste in their homes. While a sizeable percentage (10%) disagreed, a majority (56.7%) actively seek information. The neutral responses (33.3%) present an opportunity to enhance communication and make resources more accessible for those who are still uncertain. Moving on, (50%) of participants actively engage in conversations with friends and family about how food waste affects the environment. However, roughly 36.7% remain ambivalent. A small proportion (13.3%) disagreed, suggesting that some may not bring up the subject of food waste and its effects on the environment. Regarding the belief in the efficacy of planning and preparation to reduce food waste, a majority (90%) strongly endorsed this idea, showcasing a favourable attitude towards implementing more mindful practices. Conversely, (3.3%) disagreed and (6.7%) took a neutral stance. Next, all participants agreed on the need for more information and understanding regarding food waste and its effects on the environment. This unanimous stance, with (96.7%) agreement and almost no participants (3.3%) expressing neutrality or disagreement, underscores a strong foundation for implementing focused educational initiatives. In terms of active involvement in food waste reduction programs, a commendable 56.7% take part, showcasing a significant majority. Conversely, roughly one in five (20%) remains neutral, and a smaller portion, one in four (23.3%), disagrees. In summary, participants' diverse responses highlight opportunities for targeted communication, increased awareness, and more active participation in food waste reduction initiatives, contributing to more sustainable management of food resources.

In conclusion, the survey illuminates the complex landscape of household practices and attitudes towards food waste, offering crucial insights for targeted interventions. Notably, the prevalence of larger households signals challenges in meal planning and grocery management. Analysis of disposal motives and methods exposes gaps in eco-friendly practices, emphasizing the need for awareness campaigns. The willingness to adopt changes, ranging from meal planning to composting, highlights intervention points for fostering sustainable practices. Moreover, insights into public awareness of environmental consequences underscore the importance of focused education. Participants express a strong desire to learn, engage, and enact change, providing a foundation for implementing effective educational initiatives. This multifaceted exploration points towards a collective journey to mitigate food waste's ecological impact, emphasizing the interconnectedness of demographics, practices, and awareness in shaping a more sustainable future.

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## EFFECTIVE APPROACHES TO MANAGING RESISTANCE TO

# CHANGE IN ORGANIZATIONS

For organizations to remain competitive, they must constantly adapt to the ever changing environment. However resistance to change is a major persistent barrier. Employees typically worry about job security, uncertainty or losing control when confronted with new initiatives. Resistance can result in decreased production, dissatisfaction and even organizational failure if relevant change management techniques are not implemented.

Employees' psychological preferences for known routines are frequently the cause of resistance to change. Cognitive inertia reinforces this resistance, while fear and anxiety hinder adaptation. To ensure smoother transitions, leaders must address concerns, support employees and provide guidance to ease the process. Organizational culture and structural rigidity can obstruct change efforts. Bureaucracy, unclear communication, and rigid structures heighten employee resistance.

To ensure the successful implementation of new initiatives, organizations must face the substantial obstacle of resistance to change. Using effective change management techniques can boost employee acceptance and lessen resistance. Below are five key strategies to overcome resistance :

# 1

### Explicit and Transparent Communication

One of the most effective ways to overcome resistance is through clear, transparent and frequent communication. Understanding the goal, advantages and possible effects of change increases the likelihood that employees will embrace it (Jackson & Singh, 2022). To reach every employee, a variety of communication channels can be used, including town halls, emails and meetings. To preserve trust in the company, openly address concerns, give staff members a forum to raise questions and promptly update them on the status of the change initiative.

## 2 Employee Involvement and Participation

Employee engagement in the transformation process minimizes resistance by instilling a sense of ownership and control (Robertson, 2021). When employees believe they have a say in decision-making, they are more likely to support change initiatives. Creating cross-functional teams to participate in change planning and execution, conducting feedback sessions and surveys to gain employee thoughts and allowing employees to pilot new processes before full adoption are all proven techniques for overcoming resistance to change. A research study found that organizations with participative decision-making models had a higher success rate in implementing change compared to top-down approaches.

### Addressing Change Fatigue and Employee Well-Being

Change fatigue occurs when employees are subjected to continuous or poorly managed change, which causes burnout and disengagement (Smith & Jones, 2021). Organizations must realize their workforce's limitations and implement change at a realistic pace. To avoid change fatigue, execute changes in increments rather than all at once. Employees need ample time to adapt before embracing change, which would be achieved through wellness programs, stress management resources and work-life balance support. According to a study on change fatigue, employees who experienced back-to-back change initiatives were twice as likely to express burnout and disengagement as those who received planned change rollouts.

### Leadership Support and Change Champions

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## 5 Training and Skill Development

Employees frequently resist change because they believe they are unprepared, or lack the abilities required to function in the new environment (Lee & Kim, 2021). Providing appropriate training and development programs can help lessen this concern. There are various strategies for resisting change, including providing interactive training sessions such as hands-on workshops and role-playing scenarios, providing e-learning modules for employees to learn at their own pace, and appointing mentors or peer support groups to aid employees through the shift. Study has shown that firms who invest in training programs saw an improvement in employee trust while implementing new systems.

As a conclusion, resistance to change is driven by individual psychology, structural rigidity and ineffective communication. Fear, uncertainty, and cognitive inertia amplify opposition, while poor leadership contributes to change failures. To guarantee a successful transition, firms must prioritize clear communication, employee involvement, leadership support and ongoing training. Organizations that handle these difficulties proactively can develop adaptation, reduce resistance, and create a culture of resilience, resulting in long-term organizational growth and sustainability.

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