



FACULTY OF ADMINISTRATIVE SCIENCE
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PERCEPTION TOWARDS ORGANIZATIOAL CHANGE: A
CASE STUDY AMONG TELEKOM MALAYSIA EMPLOYEES
IN COPERATRMULTINATIONAL & GOVERNMENT SALES
DEPARTMENT

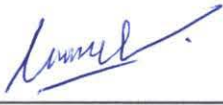
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DECLARATION

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged.

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Abstract

Change is occurring in all organizations today. However, many change efforts fail due to negative perception towards organizational change from employees. The purpose of this study is to determine the employee perception towards organizational change and to investigate whether, cultural value, context, knowledge and technology able to influence employee perception towards organizational change. The study used the survey method to collect data from a sample of 50 employees at the Telekom Malaysia. A 24 item Organizational Change survey, which measures perceptions about organizational change and the four factors that able to influence employee perception, was developed and administered.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In the history of organizational development, change had been thoughts as an important factor in the development of organization. Recent studies in change management have indicated that today's rate of change is greater than at any time in history, the stage of change has primarily been increased with the emerging challenges in competition, technology, communication, development, general instability, mergers, and re-engineering. Before we go any further throughout this study, let us see what the meaning of the term "change" is. According to definition given by Chonko, 2004 in research done by Ching Boon Huat, managing organizational change: manager's perception in the Malaysian manufacturing. Change is concerned with shifting from one stage to another or breaks down existing structures and create new one. In another words, change is the process of moving from bad to good or from old one to new one. Under the organizational contexts, change is the process moving from ineffective management to effective management.

Malaysia is a country that has sought and achieved economic development while maintaining its traditional culture and values, and it has judiciously adapted the civil service to support its national objectives. Since independence in 1957, public sector reform has been a part of the Government's agenda. In the 1980s reform revolved around the need to improve the quality of public sector management and to shift the responsibility for economic development to the private sector. To improve the quality of service offered by public sector agencies to clients at the "service" counter, the