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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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THE 3C's OF CHANGE LEADERSHIP: A BRIEF OUTLOOK

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INTRODUCTION - CHANGE LEADERSHIP

The change in the business arena is drastic and rapid. Should an organization do not accept the change and move side by side with change, the organization will be left behind (McShane & Von Glinow, 2018). In order to stay competitive, organization need to keep pace with ongoing changes in the external environment such as the demand of customers, community expectation, global competition as well as technology advancement. Hence, succesful organization will act fast and plan strategically as to ensure that the organization is at par with other competitors as well.

Nevertheless, all the changes and what strategy to implement will only be successful if the leader is receptive to change. Should the leader be a person who is complacent and not a risk taker, adapting and accepting changes would be a challenge.

According to The Difference Between Change Management (n.d), change leadership's style is a proactive approach towards change management. Change leaders view change as a stepping stone for growth and improvement. In leading, these leaders use people centric method whereby employees work process, tools and wellbeing are their top priority. Furthermore, according to Hole (2020), 70 percent of change programs were not successful and failed to achieve its goals due to reluctance from the employees to change and there was minimal management support.

Therefore, this indicates that in order for a change to happen in organization, leaders will need to influence employees to accept changes by implementing the 3C's of change leadership.

THE 3C's in CHANGE LEADERSHIP

According to Hole (2020) & Firth (2019) for effective change leadership, leaders need to have the following 3 skills. The skills are:

1. Communicate

Successful leaders share and inform those involved or affected by the change on 'what' kind of changes will happen and also why the changes need to be done. This behavior will allow those affected by change to have a better understanding on the need for change to happen. Employees will also understand on how it will impact the organization should change is not done. Being transparent and open through communication will allow clearing understanding on why change have to be done.

2. Collaborate

Collaborate is all about bringing the whole team to work together and give ideas as mainly it creates ownership as well as strong work teams. Successful leaders need to ensure that they are able to work cross boundaries and work as one instead of creating unhealthy competition among employees. Should leaders be unable to include employees in decision making process as well as in creating new work process, then leaders should expect for low commitment from the employees.

3. Commit

In dealing with change, successful leaders, show their commitment by showing their own belief and support towards the changes which the organization is going through. Creating and accepting to change is a challenging process as it breaks many routines, it opens employees to various uncertainties as well as unsure success, therefore leaders need to ensure that they themselves are committed to change and willing to adapt to the challenges if there is any.

CONCLUSION

For an organization to remain competitive in the industry, change is indeed something in which an organization would need to venture into. Through change, work processes would be improvised and updated, products or outputs would be off a better quality and this would allow for organizations to success better and grow. However, at times, changes introduced are not well accepted by employees, therefore, leaders are advised to implement the 3C's in leading change.

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