Minimizing employee resistance during organizational change in the Hospitality Sector

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**Aim:** To analyze the causes of employee resistance during organizational change as well as how managers can minimize this resistance in the hospitality sector.

**Objectives**
1. Critically examine previous research on organizational change and change management to develop a framework to minimize the resistance during organizational change.
2. Conduct primary research to determine how managers cope with and minimize resistance in the hospitality sector.
3. Propose recommendations to hotel managers based on primary and secondary data to ease the implementation of organizational changes.

**Literature Review**
- Change management ‘the process of continually renewing an organization’s direction, structure, and capabilities to serve the ever-changing needs of external and internal customers.’ Todnem (2005)
- Unfamiliarity with certain processes or changes taking place often times is received with negativity amongst individuals (Pieterse et al., 2012).

**Anticipated findings:**
Employees are resistant to change as a result of impaired mutual understanding and uncertainty of how their roles upon implementing organizational change may vary.

**Rationale:**
- Analyze, critique and evaluate how organizational change impacts employee satisfaction.
- Provide a framework to minimize the resistance of staff to the organizational change.

**References:**

*Organizational change has a success rate of 30% (McNally, 2018).*