

An Investigation on the Middle Managers' Attitudes towards Organisational Change within the Automotive Industry

Martha Harunavamwe, Herbert Kanengoni* and Tasara Mazorodze

***University of Fort Hare, Department of Industrial Psychology, P. Bag X1314,
Alice, 5700, Republic of South Africa***

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ABSTRACT As a result of global recession, the automotive industry has been going through a series of changes but at a very slow pace. This study builds on the prior research of change management. In the current study the main premise was that, to explain middle managers' attitudes towards change, factors such as administration of the change process, threats and benefits of the outcomes as well as opportunity for personal growth are influential. Therefore, using cluster sampling technique to draw a sample from selected organisation, the current study was conducted to empirically investigate the attitudes of middle managers towards organisational change. To collect data, a modified attitude to change questionnaire to gather primary data from selected organisations and the findings indicated that middle managers have positive attitudes towards technological change, innovative change and total quality management. However, middle managers displayed negative attitudes towards re-organisation. There were moderate significant relationships between factors influencing attitudes and the attitudes portrayed. The researchers found that middle managers are effective instruments to facilitate organisational change and if given power to make decisions and participate fully in the change process, they can work until they achieve the goals of change.