

12. Case “Technological transition”

Innovatech, a high-tech equipment development company, is faced with a major technological upgrade to its systems and processes. Due to rapidly changing technology and increased competition, management sees a critical need to adapt to new trends. However, there is significant resistance to change among employees. Many of them are afraid that new technologies may lead to layoffs or the need for retraining, which they do not have the time or desire to do.

Problems:

Perception of technological change as a threat among employees.

Resistance to change due to fear of job loss or changes in work roles.

Insufficient communication from management about the reasons and benefits of updates.

Questions:

1. What strategies can be used to reduce employee resistance to technological change?
2. What communication methods should management use to effectively inform employees about upcoming changes?
3. What measures can help employees adapt to new technologies and minimize their concerns?