

Complete Mini Case 2 on Page 417 of the textbook by answering questions 2a and 2b.

2a. Discuss the factors that may inhibit the acceptance of this new system by the pilots, photographers, and hangar staff.

There could be resistance to the change from pilots, photographers, and hangar staff. They feel comfortable with their current methods and hesitant to adapt to a new system, thinking it might complicate their workflow. Monitoring their activities through ID swipes may be seen as micromanagement, leading to feelings of distrust or resentment among staff who are used to working independently. This could also initiate feelings of worry that the new system will lead to increased scrutiny of their performance, potentially resulting in disciplinary actions or job insecurity. Any technical difficulties during the initial implementation may lead to skepticism about the system's reliability and effectiveness.

2b. Discuss how an informational strategy could be used to motivate adoption of the new system at Sky View Aerial Photography.

Clear communication and proper training with all employees is a great start to introducing a new system. The company should provide transparent information about the benefits of the new system and communicate how these benefits will positively impact daily operations. Another way to make your employees feel better about the implementation of a new system is to include them in the development and testing phase and gather their feedback.