

ABSTRACT

The study explores employee attitudes towards organizational change at Quality Knitwears Pvt. Ltd., a prominent textile manufacturing company based in Madurai. Organizational change is essential for business growth and adaptation in an increasingly competitive environment, but its success largely depends on how employees perceive and respond to it. The research examines the factors that influence employee attitudes towards change, such as communication, leadership, organizational culture, and perceived benefits or challenges. Data was collected through surveys and interviews with employees across various departments to gauge their understanding of the recent changes in the organization, including changes in management practices, production processes, and technology adoption. The study finds that employees' attitudes toward change are generally shaped by the level of involvement and the clarity of communication provided by the management. Employees who perceive organizational changes as positive and beneficial to their personal and professional growth are more likely to support and adapt to these changes. However, resistance to change was observed in areas where the communication was inadequate or where employees felt uncertain about job security and role adjustments. The research concludes with recommendations for Quality Knitwears Pvt. Ltd. to improve its change management strategies, focusing on transparent communication, employee involvement, and addressing concerns to foster a more positive attitude towards change.