

A Study of Organization Change Recognition, Organizational Inertia ,and Change Attitude on Credit Department of Agricult

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ABSTRACT

Recently, with increase of bank immerge and the impact of enter WTO factor, both under such inner and outer factor impact, agriculture credit apartment is losing competitive year after year. Just in is way, several agriculture association sink into operation risk. Besides, plus the bank change based on the government, the credit department of agriculture association should use all kinds of measures for the organization change and reform. Our samples aim the policymakers of credit department of agriculture association. We discuss the difference between cognition of organization change, organization inertia, and change attitude. We also discuss the strategy makers viewpoints based on the employees for develop our questionnaire. Our research is totally sent out 245 questionnaires and return back 111 valid questionnaires. After the statistic analysis, we get the results as below show : A.The cognition of organization change would significantly influence change attitude. B.The organization inertia would significantly influence change attitude. C.Organization side inertia would significantly influence change attitude. D.Manager side inertia would significantly influence change attitude. E.Employees ' side inertia would significantly influence change attitude. F.The cognition of organization change and organization inertia would significantly influence change attitude. G.The younger policymakers and less seniority employees would more positive to the organization change.

Keywords : Agriculture association ; organization change ; cognition ; inertia ; attitude

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