

## **Effects of employee perception of planned change strategy of selected firms in the Kenyan insurance industry: A case of Madison insurance and co-operative insurance companies**

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<http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/53785>

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### **Abstract:**

The study examines the employees' perception of strategic change in the Madison Insurance Company and Co-operative Insurance Company in Kenya. The objective of the study was to identify whether employee perception affects the success of strategic change management, the objective guided the entire research. The research was carried out through a case study design. The units of study were Madison and Co-operative Insurance Companies. The two companies were selected for purposes of comparison and to eliminate biasness. The population consisted of Madison Insurance Co. (K) Ltd and Co-operative Insurance Company employees as at 31st December 2008, from which a sample of 60 was selected. The data collection instrument was a 5 level likert- type scale questionnaire administered to the respondents; analysis using the SPSS and Excel statistical software was carried out after which inferences were drawn from the feedback. Out of the sixty (60) respondents, fifty-six (56) were able to participate in the study by returning the completed questionnaire. The findings of the study are presented and discussed in line with the objective