

to conduct with employees. Hence, the strike became more huge and both parties suffered.

Concern and Problems

BA's change management is antagonistic toward the Union's mission. Since the Union stands up for the equality and serving politically the best interests for all its members, and also always seek opportunities to improve their living standards and qualities consequence of an effective relationship with employees and government. Therefore, the Union will fights back for employees' right and benefit. As the result, the Union will no longer respect and sufficiently credible to BA anymore. So, the future relationship and responds from the Union will definitely negative aspects and even will contempt to BA. The major problems faced by cabin crew is motivation disappointed and under pressure. Since BA did cut the number of staff, the remaining staffs are always worried about when the turn will arrive to them. Moreover, when BA introduced the low cost carriers as the way of full time staffs must be reduced, then the remaining staffs have to work overtime but underpaid. Notwithstanding, reduced the number of cabin crew on long-haul flights from 13-14. Since 14 people have to performed 15 people's work force, that's really stressful. Even the Union described this would definitely hit passenger services, as well as the earnings and career prospects of cabin crew. Moreover, when the staffs react with strike action, BA threatened back and removed the travel concessions. And so, since BA using force and fear to accept the change and controlling over disciplines and punishments, the working environment is like hell for them and meltdown. There is no promotion, no encouragement, no material reward and no motivation incentive. As a consequence, they have to find the new jobs for their hierarchy of needs (Maslow).

Managerial challenges as experienced

Managerial challenges as experienced in such situations may deal with the acceptabilities, behaviors and willingness to change. Such a challenge should have easily been overcome by approaching with an acceptable and positive aspects of change approaches that can effectively and appropriately help each

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