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A STUDY ON CONFLICT MANAGEMENT STRATEGIES ADOPTED BY MOTOR PUMP SET INDUSTRIES WITH SPECIAL REFERENCE TO COIMBATORE CITY

DR. P. SEKAR
ASSOCIATE PROFESSOR
HINDUSTHAN COLLEGE OF ARTS & SCIENCE
COIMBATORE

VISHAKA SATISH
RESEARCH SCHOLAR
HINDUSTHAN COLLEGE OF ARTS & SCIENCE
COIMBATORE

ABSTRACT

This project was undertaken to study the conflict management and strategies adopted in selected motor pump set industries of Coimbatore city. The aim is to study and describe the various aspects of conflict management strategies adopted by the employees and it is an attempt to find the perception towards conflict-handling intention. When people with different backgrounds, temperaments, and points of views, values, needs, personalities and attitude interact, it is likely that some type of conflict may arise. The conflict may also develop due to perceptual differences of an individual. When there is more than one person involving in an activity, it is very clear that there may be chances for conflicts among them. Conflict is inevitable and necessary for the growth of any organization though it is harmful sometimes. Conflict has considerable influence on employee behavior, performance and satisfaction. The attitude about conflict has changed overtime. Earlier, conflict was considered to be unnecessary and harmful. Now conflict is held to be inevitable and desirable.

KEYWORDS

conflict management, motor pump set industries.

INTRODUCTION

Among the four factors of production, man is the living being and the prior cause for the success of the organization than the other factors, so any organization consists of number of human resources who move towards achieving the organizational goals. Thus group effort is needed for the smooth running of any business. But when there is more than one person involving in an activity, it is very clear that there may be chances for conflicts among them. Conflict is inevitable and necessary for the growth of any organization though it is harmful sometimes is a conscious awareness of occurrences, unfair treatment, status incongruities and goal differences.

OBJECTIVES OF THE STUDY

1. To identify the factors that lead to conflict.
2. analyze the after effects of various conflict among the employees.
3. To analyze the various conflict resolving strategies.

RESEARCH METHODOLOGY

As the researcher aims to study and describe the various aspects of conflict management strategies adopted by the employees and also seek to find out the association if any with selected socio-demographic variables with regard to conflict management. Hence the researcher has adopted descriptive cum diagnostic research design. The data for the study were collected from the employees of Coimbatore city.

- **Research design:** The researcher aims at analyzing the conflict management strategies adopted by the Motor pump set industries of the Coimbatore City. Coimbatore is one of the leading manufacturer of the motor pump set in India. This is the reason for choosing this sector for the research.
- **Area of the study:** The research is undertaken in the Coimbatore City of Tamilnadu State. The study was done only with a selected number of industries.
- **Sample size:** The sample size used for the study is 80.
- **Statistical tools used:** To arrange and interpret the collected data the following statistical tools were used.
 - Percentage Method
 - Chi-Square
- **Period of the study:** The field work for the study was conducted during the period between January 2016 to March 2016. The researcher collected information directly from the employees. Register were used as a secondary source to obtain the no: of employees.
- **Hypothesis of the study:**
 - Higher the adoption of solution oriented and non-confrontational strategies by the respondents higher will be their conflict management.
 - There is a significant association between educational qualification of the respondents and overall-score of conflict management strategies.

LIMITATIONS OF THE STUDY

- The researcher has taken only limited employees for the study and so it cannot be generalized to all other cadres.
- The researcher has adopted Conflict management strategies and was unable to concentrate on solution job stress related areas

REVIEW OF LITERATURE

- Vigil & King (2000), observed that the use of integrated style of managing the conflict is likely to create better and higher commitment.
- According to Rahim (2002) Conflict management involves designing effective strategies to minimize the dysfunction of conflict and enhance the constructive function in order to optimize learning and effectiveness of an organization.
- Ford (2007) posited a four-way process which includes assessment & inquiry, design, implementation & evaluation aimed at achieving the decision at work place.
- Obi (2012), defined workplace conflict as the act of discontentment or contentment.

ANALYSIS & INTERPRETATION

TABLE 1: SHOWING THE RESPONDENTS DESIGNATION

Sl. No	Designation	No. of Respondents (N = 80)	%
1	Manager	10	12.5
2	Executive	40	50
3	Staff	30	37.5
4	TOTAL	80	100

The above table shows that the half of the respondents i.e. 50% comprises of executives and the other half includes managers (12.5%) and staffs (37.5%)

TABLE 2: SHOWING THE RESPONDENT'S DEPARTMENT

Sl. No.	Department	No. of Respondents (N =80)	%
1	Production	21	26.25
2	Finance	12	15
3	Marketing	20	25
4	Quality control	15	18.75
5	R&D	12	15
	Total	80	100

The table shows that 26.25% of respondents belongs to production department, 15% belongs to finance department, 25% belongs to marketing department, 18.75% belongs to quality control department and remaining 15% from R&D department.

TABLE 3: SHOWING THE RESPONDENT'S EDUCATIONAL QUALIFICATION

Sl. No.	Educational Qualification	No. of Respondents (N = 80)	%
1	UG	15	18.75
2	PG	31	38.75
3	Diploma	20	25
4	ITI	14	17.5
	TOTAL	80	100

The above table shows that majority of respondents (38.75%) have PG qualification, 25% has done Diploma, 18.75% have UG qualification and the remaining 17.5% is ITI.

CHI-SQUARE TEST

TABLE 4: TABLE SHOWING ASSOCIATION BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND THEIR CONFLICT MANAGEMENT STRATEGIES

Sl. No.	Educational Qualification	Strategies			X2
		Low	Moderate	High	
1.	Solution Orientation:				6.17 Df = 6 P>0.05 Significant
	ITI	8	11	3	
	Diploma	9	9	7	
	UG	7	7	3	
2.	Non confrontation				4.255 f=6 P>0.05 Significant
	ITI	6	9	4	
	Diploma	10	9	7	
	UG	12	7	3	
3.	Control				6.382 Df=6 P>0.05 Significant
	ITI	7	7	3	
	Diploma	11	8	8	
	UG	10	10	2	
4.	Conflict Management				4.974 Df=6 P>0.05 Significant
	ITI	6	6	6	
	Diploma	12	9	9	
	UG	9	9	3	
	PG	7	2	2	

The above table shows that there is a significant association between educational qualification of the respondents and solution oriented, non-confrontation, control dimensions of conflict management strategies and overall score.

FINDINGS

- 38.75% of the respondents have PG degree
- Half of the respondents (50%) are executives.
- 6.25% of the respondents are from Event management department.
- 17.5% of respondent's education qualification is ITI.
- Most of the respondents (38.3%) perceive moderate level conflict management strategies.

SUGGESTIONS

- Counseling programs can be organized to make the employees emotionally independent.
- The organization can implement programs like meditation, yoga and other recreation programs to their employees at different levels to reduce their job stress.
- Personality development programs must be given to the employees to attain uniqueness.

CONCLUSION

Conflict is a part of everyday life of an individual or of an organization. Conflict has considerable influence on employee behavior, performance and satisfaction. It also affects an organization's effectiveness. Conflict differs from competition. In competition one party does not try to frustrate the attempts of another, but it happens in conflict. Energizing conflicting parties, promoting change and increasing organization effectiveness are some of the positive consequences of conflict. Conflict is considered to harmful earlier, but now it is inevitable and desirable. so the conflict should be managed efficiently in an organization.

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