

A STUDY ON CONFLICT MANAGEMENT AT VELAVAN HYPER MARKET THOOTHUKUDI

G. GEETHA PRIYA DHARSHINI and S. JANAT JEYA KAVITHA

Department of Human Resource Management, St. Mary's College(Autonomous),

Thoothukudi

Affiliated to ManonmaniamSundaranar University, Tirunelveli, Tamilnadu

ABSTRACT:

The main purpose of the study is to explore the process of resolving disputes or disagreements between individuals or groups in a constructive manner. It involves techniques and strategies aimed at addressing the underlying issues causing the conflict and finding mutually acceptable solutions. Conflict management can include communication skills, negotiation, mediation, and sometimes, compromise or collaboration to reach a resolution. The role of implementing conflict management is it encourages communication and empathy and preserve relationships. In this study statistical tools such as ANOVA and chi-square has been used to examine the results and determine any significant difference or relationship between variables with validate research questionnaire. The purpose on the study of conflict management is to resolve conflicts or disagreements and it helps individuals and organizations develop essential skills such as negotiation, mediation and problem solving which are valuable in various contexts. The successful conflict management results in the resolution of the conflict, with parties reaching an agreement or compromise that addresses the underlying issues. By setting standards, establishing processes and monitoring performance, Velavan Hyper Market can achieve operational excellence and stay ahead in competitive market

KEYWORDS: Conflict Management , stress Management, Velavan hyper market

INTRODUCTION:

Conflict management is the practice of identifying and addressing sources of conflict within an organization or between individuals in a constructive manner. Effective conflict management involves understanding the root causes of conflicts, implementing strategies to prevent or mitigate them, and fostering communication and collaboration to resolve disagreements peacefully. By promoting a culture of openness, empathy, and respect, organizations can navigate conflicts productively, leading to increased team cohesion,

innovation, and overall success. Conflict management is the practice of being able to identify and handle conflicts sensibly, fairly, and efficiently. Since conflicts in a business are a natural part of the workplace, it is important that there are people who understand conflicts and know how to resolve them. This is important in today's market more than ever. Everyone is striving to show how valuable they are to the company they work for and at times, this can lead to disputes with other members of the team.

FEATURES OF CONFLICT MANAGEMENT:

- 1) **Identification and Understanding:** Conflict management involves recognizing and understanding the sources, nature, and underlying causes of conflicts.
- 2) **Communication:** Effective communication is crucial for addressing conflicts, facilitating, dialogue, and clarifying misunderstandings between parties involved.
- 3) **Negotiation:** Conflict management often involves negotiation to find mutually acceptable solutions and reach agreements that satisfy the interests of all parties.
- 4) **Mediation:** In cases where direct negotiation is challenging, a neutral third party may facilitate mediation to help parties resolve conflicts and reach a compromise.
- 5) **Collaboration:** Conflict management encourages collaborative problem-solving, where parties work together to find creative and sustainable solutions that address the root causes of conflicts.
- 6) **Conflict Resolution Strategies:** Various conflict resolution strategies, such as compromise, win-win solutions, or problem-solving approaches, are employed based on the nature and complexity of the conflict.
- 7) **Emotional Intelligence:** Conflict management requires emotional intelligence to manage emotions, empathize with others' perspectives, and maintain a constructive approach during discussions.
- 8) **Conflict Prevention:** Proactive conflict management involves implementing measures to prevent conflicts from escalating or recurring, such as establishing clear communication channels, setting expectations, and fostering a positive organizational culture.
- 9) **Flexibility:** Effective conflict management requires flexibility to adapt strategies and approaches based on the specific context, dynamics, and needs of the parties involved.

- 10) **Ethical Considerations:** Conflict management practices should adhere to ethical principles, fairness, and respect for the rights and dignity of all individuals involved.

SCOPE OF THE STUDY:

- The study was done at Velavan Hyper Market Pvt Ltd, the approach to the study has been made from the viewpoint of the employees.
- The conflict management includes identifying, analyzing, and resolving conflicts through effective communication, mediation, problem-solving, prevention strategies, organizational development, training, and continuous evaluation and adjustment.
- It helps in understanding and managing emotions to navigate conflicts constructively.
- It helps in establishing mechanisms to track conflicts, interventions, and outcomes for organizational learning and accountability.

REVIEW OF LITERATURE:

- Rahim et al. (2023) The authors evaluate the effectiveness of conflict management training programs in enhancing individuals' conflict resolution skills and improving organizational outcomes, such as employee satisfaction and performance.
- John and Mannix (2022) This study focus on organizational approaches to conflict management, including the implementation of formal conflict resolution policies, alternative dispute resolution mechanisms, and the role of leadership in fostering a culture of constructive conflict resolution.

OBJECTIVES OF THE STUDY:

- To study major cause of conflict
- To cultivate interpersonal communication skills
- To analyse the various conflict resolving strategies
- To maintain positive relationship between employee using conflict management

CONSTRUCTION OF TOOLS:

The researcher had a discussion with a group of students. Based on the discussion the researcher constructed a questionnaire. Then it was circulated to respondents, 50 samples were distributed among respondents.

SAMPLING DESIGN:

The data collected are original in nature. The sampling technique used in this study was convenience sampling.

TABLE 1.1

TABLE SHOWING THE CONFLICT LEVEL OF THE ORGANIZATION			
S.NO	PARTICULARS	NO RESPONDENTS	OF PERCENTAGE
1	Labour Level	41	82%
2	Middle Level	1	2%
3	Top Level	8	16%
	Total	50	100%

INFERENCE:

From the above chart, it can be defined that 82% of the respondents stated that conflict occurs in labour level of the organization and 2% of the respondents stated that conflict occurs in middle level of the organization.

TABLE 1.2

TABLE SHOWING THE ROLE OF EMPATHY IN RESOLVING CONFLICTS			
S.NO	PARTICULARS	NO RESPONDENTS	OF PERCENTAGE
1	Highly important	37	74%
2	Neutral	8	16%

3	Somewhat important	4	8%
4	Not important	1	2%
	Total	50	100%

INFERENCE:

From the above chart, it can be inferred that 74% of the respondents feel that the role of empathy is highly important in resolving a conflicts and 2% of the respondents feel that the role of empathy is not important in resolving a conflicts.

TABLE 1.3

TABLE SHOWING THE COMMUNICATION STYLE WHEN INTERACTING WITH DIFFERENT PERSONALITIES

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Always	9	18%
2	Most of the time	5	10%
3	Sometimes	36	72%
	Total	50	100%

INFERENCE:

From the above chart, it can be inferred that 72% of the respondents sometimes adopt to communication style when interacting with different personalities and 10% of the respondents most of the time adopt to communication style when interacting with different personalities.

TABLE 1.4

TABLE SHOWING THE RESPONDING LEVEL TOWARDS CONFLICT			
S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely	1	2%
2	Very Rarely	1	2%
3	Often	2	4%
4	Sometimes	15	30%
5	Always	31	62%
	Total	50	100%

INFERENCE:

From the above chart,it can be inferred that 62% of the respondents always see conflict from both sides and 2% of the respondents very rarely see conflict from both sides.

TABLE 1.5

TABLE SHOWING INITIATION OF CONVERSATION WITH COLLEAGUES			
S.NO	PARTICULARS	NO OF RESPONDENTS	Percentage
1	Somewhat Comfortable	3	6%
2	Comfortable	14	28%
3	Somewhat	3	6%
4	Very Comfortable	30	60%
	Total	50	100%

INFERENCE:

From the above chart,it can be inferred that 60% of the respondents are very comfortable of initiating conversations with colleagues and 6% of the respondents are somewhat uncomfortable of initiating conversations with colleagues.

FINDINGS OF THE STUDY:

- The study reveals that 82% of the respondents stated that conflict occurs in labour level of the organization.

- The study reveals that 50% of the respondents always pay attention to non- verbal cues such as body language and facial expression.
- The study reveals that 60% of the respondents are very comfortable of initiating conversation with colleagues.
- It is found that 44% of the respondents respond sometimes when someone disagree with their opinion or viewpoint.
- From the study it is found that 50% of the respondents lean towards strongly avoid strategy when faced with conflict.
- It is understood from the study that 44% of the respondents always prefer compromise when solving the problem and move on.
- The study reveals that 42% of the respondents sometimes say very little and leave when finding themselves in an argument.
- Majority 62% of the respondents always see conflicts from both sides.
- From the study it is found that 42% of the respondents sometimes try to meet the expectations of others.
- The analysis reveals that 32% of the respondents sometimes try to negotiate towards problem arising situations in organization.
- It is found that 40% of the respondents rarely avoid hard feelings by keeping their disagreements with others in the organization.
- From the study it is found that 50% of the respondents always actively listen to others without interrupting.
- It is found that 74% of the respondents feel that the role of empathy is highly important in resolving a conflict.
- The analysis reveals that 72% of the respondents sometimes adopt to communication style when interacting with different personalities or cultural backgrounds.

SUGGESTIONS:

- Effective communication goes a long way in preventing conflicts.
- Listen carefully what the other person is saying and then give your comments.
- Never be rigid on any point, instead be flexible and try to find out an alternative.
- Stay Open-Minded.

- Analyse the conflict. This will help clarify the specific problem.
- Encourage others who are in conflict to deal directly with the person they are in conflict with.
- Avoid interrupting the other person.
- Ask questions to clarify your understanding.

CONCLUSION:

Effective conflict management is most important in any organization to ensure smooth operations and maintain a positive work environment. By fostering open communication, encouraging empathy and understanding, implementing fair and transparent processes, and promoting collaboration, organizations can successfully navigate conflicts and turn them into opportunities for growth and innovation. Ultimately, proactive conflict management strategies not only resolve disputes but also contribute to the overall success and well-being of the organization and its members.

Investing in conflict management leads to stronger team cohesion, increased productivity, and higher employee satisfaction. By acknowledging the inevitability of conflicts and addressing them constructively, organizations can cultivate a culture of respect, trust, and resilience. Embracing diversity of perspectives and leveraging conflict as a catalyst for positive change enables organizations to adapt, evolve, and thrive in an ever-changing world.

REFERENCE:

- David Liddle(2017) Managing Conflict.
- Ana Alice Vilas Boas(2018) Organizational Conflict.
- Rosalie Puiman(2019)The Mindful Guide to Conflict Resolution.

REFERENCE WEBSITES:

- www.wikipedia.com
- www.shrm.gov