

An analysis of the implications of conflict management in the hospitality industry

Kumar Satyam, Roopali Sharma and Ritu Arora

Birla Institute of Technology, India

Behavioral conflict is a natural outcome of group dynamics. In the contemporary world, besides employees' motivation and skills, strained relationships between employees significantly influence performance of individuals and organizations. The very nature of human beings gives rise to the conflicts in everyday lives. The management of conflict plays a very crucial role in coming up to desired outputs. Thus, it becomes imperative to understand and correlate these concepts for a better growth perspective of an organization. In this research paper an attempt has been made to analyze the implications of conflict management in the hospitality industry, the hotel industry in particular. For the purpose of the present study, primary and secondary data sources shall be used. The primary data will be collected through the interview and questionnaire method, based on the Stratified Random Sampling technique. The time period taken into consideration will be from July 2011 to July 2012. To analyze the data, various statistical tools will be used with the help of SYSTAT software. The study clearly indicates that proper conflict management has a positive impact on various performance indicators like productivity, interpersonal relationships, employee turnover, absenteeism and effective utilization of organizational resources. The study can be of immense use to the human resource managers who deal with conflicting situations quite frequently. It can further be extended to identify and resolve those conflicts, which are left unresolved but subsided by the conflict management process.

Keywords: Conflict management, Hospitality Industry, Performance Indicators.

Biography

Kumar Satyam has completed his MBA from BIT Mesra in 2007 and currently pursuing his Ph.D. from the same institute. He has a rich industry experience of 4 years before taking up Ph.D. in 2011.

Roopali Sharma, an expert in Managerial Economics and International Business, is presently associated with the Birla Institute of Technology, Mesra, Jaipur Campus as an Associate Professor and Head of the Management Department. She has held faculty and administrative positions in several institutions of higher learning in her career. In her academic profile, she has MBA (International Business), M.A. (Economics), M.Phil and Ph.D. degrees. She is a Rajasthan University gold medalist in M.Phil. She has been conducting courses in Economics, International Business and Finance for post graduate and graduate management students. A dedicated researcher and scholar, she has published 12 research papers in reputed journals and seminars. Dr. Roopali's teaching and research interests are in the areas of economics, socio-economic development and international business. With her vast knowledge base and interest in analytical research she is actively involved in the research activities having industrial, economic and social application. She has worked on a research project "Oil Exploration in the District of Barmer of Rajasthan: Employment Generation and Sectoral Mobilization of Working Force- Some Projections" sanctioned by Ministry of Labour & Employment (Planning Unit), Government of India. Currently she is working on "Feasibility study of setting up of Food Processing Zone near by the Irrigated Region of Sri Ganganagar District of Rajasthan and its Socio-Economic Implications" sanctioned by Ministry of Food Processing Industries, Government of India.

Ritu Arora, an expert in Management, is presently working with the Birla Institute of Technology, Mesra, Jaipur Campus, India as an Assistant Professor in Management Department. Besides teaching postgraduate and under graduate students, she has keen interest in research and development. Various research activities have been undertaken in the form of Government of India sponsored projects, self-initiations, research papers, monograph writing and attending conferences.

kr.satyam10@gmail.com