

FACTORS LEADING TO WORK STRESS AND ITS IMPACT ON EMPLOYEE PERFORMANCE A CASE STUDY OF RELIANCE FRESH, INDIA

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ABSTRACT

The factors leading to work stress and its impact on employee performance is vital for any organisation to ensure its success and smooth functioning. Various studies have been done in the field of business, regarding the factors leading to work stress and its impact on employee performance. This research mainly focuses to find out the relationship between job satisfaction of employees and how it contributes factors leading to work stress and its impact on employee performance from India is selected as the organisation under study. From the total employees, 40 were selected as respondents for the study using survey in the form of self-administered questionnaires and found out a) the factors which positively and negatively influence the employee's performance at Reliance Fresh b) the employees' work stress level in Reliance Fresh and c) the relationship between HR Planning and management support in employee's performance as the major causes of stress in Reliance Fresh in Indian. The study also found that more of the respondents did not have any access to stress management interventions, and that Stress did not have impact in their life.

INTRODUCTION

Nature (2007) states that stress is one situation when an individual reacts to or faces something different to a new opportunity, the restraints and the effort that needs to be put in according to the demand. This situation of stress can also be argued as a powerful condition where the apparent outcome and the preferred outcome both are equally important and unknown at same time

Reason for the selection of the topic

The reason for selection of the topic factors leading to Work-related stress can be represented as individual dealt with strange working scenario with work demands and pressures which cannot be compromised based on their knowledge and abilities, and it will of course affect the performance of the employee.

Aim of this Research

The aim of the study is to understand the Factors leading to work stress and its impact on employee performance in the Reliance Fresh in India.

Research Objectives

- 1) To investigate factors that leads to work stress among employees of Reliance Fresh
- 2) To assess the mental and physical dangers and impact of stress on employees of Reliance Fresh
- 3) To identify the impact of stress on employees performance at Reliance Fresh
- 4) To assess the overall impact of work stress on organizational productivity
- 5) To make recommendations about stress management to Reliance Fresh for future considerations

Study on the Scope of the Research

This research lays its critical reviews on factors which contribute to stress and stress management in Reliance Fresh. Any working condition which is leading to stress in this company will be analyzed through this research.

Organisational background

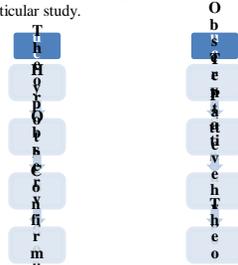
Reliance Fresh is one project designed by Reliance group in India. The stores of this company deal with retail food, groceries, clothing and other retail services in entire India. This company has an organized hierarchy with planned events of its products and services. One can find large number of employees in every store who are rigorously working at day/ night shifts. As the customer flow for this company is regular, every employee requires working continuously without taking any extra time for rest. Therefore, the researcher brought up the aim of figuring out stress levels in Reliance Fresh and the methods of managing it by company. Later, the researcher shall inspect different working conditions of Reliance Fresh Company that causes stress among the employees. There will be recommendation too according to the findings of the research.

METHODOLOGY

Applied Research has been used for this study. The aim of an applied research is to improve understanding of a particular business or management problem.

Positivist philosophy has been adopted for this study.

Quantitative approach has been adopted for this study. Quantitative research is usually associated with deductive approach where focus is on using data to test theory which is the case in this particular study.



The Survey Strategy in the form of self-administered questionnaires has been adopted in this dissertation.

Research Choice: the choice for this particular study is mono-methods.

Cross Sectional Time Horizon has been used for this study.

Data collection and analysis

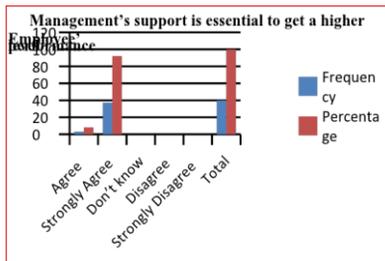
It is collected from primary data sources like interview, questionnaire, and observations. In this study primary data will be collected through questionnaire which will be distributed through email. The answers will be collected and presented after analyzing using quantitative methods. From this 30% to 40% are expected to be finally usable data.

RESULTS

The major stressors identified from this study are:

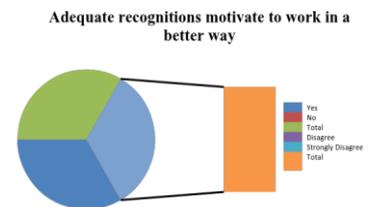
The factors which positively and negatively influence the employee's performance at Reliance Fresh:

92 percentages of the total respondents strongly believes that supervisor's support has a great role in the job satisfaction. Any of the respondents reported that supervisors' support has no role in getting their job satisfaction



The relationship between work stress and employee performance in Reliance Fresh:

From the data it can be clearly understands that recognition for the works they did, greatly motivate employees and it hugely contribute their job satisfaction level. The recognition in the work field can be considered as a great factor which contributes to job satisfaction and in that way to better employee performance



DISCUSSION

92 percentages of the total respondents strongly believes that supervisor's support has a great role in the job satisfaction, which supports the views of Steve (2011) .

37 (93 %) responded that they have felt that, problems among the employees could lead to lower job satisfaction level and in that way to lower their employee performance level also , which supports the views of Jaffe, Smith and Segal (2007).

The principle stress present among Reliance employees in India identified from this survey can be categorized There is a situation where employees cannot avoid experience work-related stress. Control can be exercised over their work and the way they do it as they support is received from supervisors and colleagues.

The involvement in machining the decision that concerns their jobs is provided. Demands and pressures of work are tested to their knowledge and abilities. The various models of stress will include the demand control model with special reference to Karasek, which explains of occupational stress in the job culture. Secondly, Person Environment Fit defines as the degree to which individual and environmental characteristic matches.

In spite of strong arguments in favour of stress management interventions in organizations especially in light of reports of increased stress levels in the literature, 73% of the respondents in this study reported that there was no stress management techniques adopted in their organization. This is something that needs that to be looked into urgently by top management in Reliance Fresh in order to reduce stress levels in their organizations thereby increasing productivity. Therefore, the impact of Stress Managements Intervention on productivity and absenteeism is uncertain .

CONCLUSIONS

It has been noted that stress is a reality and this reality has to be handled with care by the management else it can affect both the growth of the Reliance Fresh and the life style of the employees.

When any employee is asked to do more than what he or she is capable of will create stress.

The industry has to consider the employees as part of the firm than mere object to work. The psychological satisfaction is more important than any other thing.

There should be proper stress management in the industry to know the employee's present condition and to know the problems he or she is facing.

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