



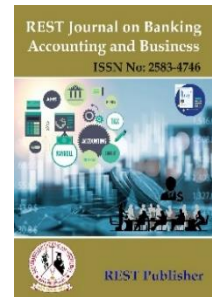
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A Study on Stress Management Among Employeess with Reference to Hetero Drug Ltd

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Abstract: Stress is an all too a common part of life today. Sometimes few individuals can avoid. In fact, a nationwide survey conducted by a large life insurance company showed that nearly 46% of American workers believe their jobs are highly stressful. This growing evidence suggests that high levels of stress adversely affect physical health, psychological well-being and many aspects of task performance. Concern about the impact of stress on people, has its roots in medicine and specifically in the pioneering work of Hans selye, the recognized father of stress. In his search for a hormone by chance he discovered that tissue damage is a nonspecific response to virtually all noxious stimuli. He called this phenomenon the general adaption syndrome and about a decade later he introduced the terms "stress" in his writings.

Keywords: Stress, psychological well- being, task performance

1. INTRODUCTION

HUMAN RESOURCE MANAGEMENT: -Human Resource Management is defined as the people who staff and manage organization. It comprises of the functions and principles that are applied to retaining, training developing and compensating the employees in organization. It is also applicable to non-business organizations, such as education, health care, etc.

Human Resource Management is defined as the set of activities, programs, and functions that are designed to maximize both organizational as well as employee effectiveness.

2. REVIEW OF LITERATURE

February 7th, 2012 by GeorgeMendonca , TNN

Stress is not just a personal problem – it's a business problem that can be solved in four steps-Experience shows that stressed employees are treated a bit like radioactive material – no one wants to handle them, and the employee is sent on sick leave for a month (or several) in the belief that time alone will reduce their stress and that they will return healthy, motivated and more resilient. Nothing could be further from the truth. Stressed employees need support not isolation; fear of becoming unemployed or estranged from colleagues are two of the greatest stressors! Understanding this requires the spotlight to move from the individual and broaden to illuminate the whole organisation and workforce. This widening of focus also requires a change in perspective from re-action to pro-action. A reactive stance is not only resource intensive, it fails to provide any meaningful understanding of the causes and contributing factors of stress peculiar to an organisation.

3. OBJECTIVES OF THE STUDY

1. To find out the overall organizational stress levels of sales employees in Hetero Drugs Pvt Ltd.
2. To find out the probable causes of stress among the employees in organization.

3. To verify whether they are satisfied with various terms and conditions of organization.
4. To recognize various problem areas for sales force, which is stress causing.
5. To suggest stress management techniques for the present stress causing problems of sales force.

4. METHODOLOGY OF THE STUDY

For many systematic inquiry application of appropriate methods and science bent of minds, this has an important bearing on the collection of the reliable information. The present study is to acquire an intensive opinion about the level of stress among the employees in Reliance Communication, Hyderabad. For this purpose, a descriptive research method was followed. The study in this content has utilised the available material about various aspects of HRM, data collected through well-planned interview with the executive and non-executives of Reliance Communication, Hyderabad.

Sample design: The usual approach is to make generalization or draw influences based on samples about the parameters of population from which the samples are taken. The sampling is designed and determined before any data is collected. The convenience sampling refers to that sampling in which each every unit of the population has an equal opportunity of being selected in the sample.

Sample size: The study had randomly selected 100 employees from corporate office of Hetero Drugs Pvt Ltd.

Data Collection: Once the pre-testing was over the researcher started the collection, the study utilise both primary and secondary data.

1. **Primary data:** Primary data was collected through well-designed and approved questionnaire.
 2. **Secondary Data:** Secondary data was collected both internally and externally.
 3. Internal data is collected from the records, books, handouts published by Hetero Drugs Pvt Ltd.
- External data source through management books, journals, websites etc.

5. LIMITATIONS OF THE STUDY

1. The study is only limited for sales associates and sales executives we could not covered sales managers and assistant sales managers so the consensus given are only one sided.
2. Many of them are not available in the office because they went for field work so that we could not collect their opinions.
3. Many of them are new to organization so they may not know the problems of sales team in their organization.
4. Some of them might not give their original opinions.

6. DATA ANALYSIS AND INTERPRETATION

Responses to questionnaire:

TABLE 1. From how long you have working with this organization?

Name of the attribute	No. of Responses
< 1year	36
>1year	36
2-5 years	27
>5years	1
Total	100

Interpretation: -

- 36% of employees worked for this organization, for more than 1 year.
- 36% of employees worked for this organization, for less than 1 year.
- 27% of employees worked for this organization, for 2-3years.
- 1% of employees worked for this organization for less than 5years.

TABLE 2. Do you feel secure in present job?

Name of the attribute	No. of responses
Yes	66
No	34
Total	100

Interpretation:

- 66% of employees feel secure in their present job.

- 34% of employees do not feel secure in their present job.

TABLE 3. Do you feel the work that you are doing presently is creative?

Name of the attribute	No. of responses
Yes	81
No	19
Total	100

Interpretation:

- 81% of personnel’s feel that their work is creative.
- 19% of personnel’s do not feel that their work is creative.

TABLE 4. How do you act at your work place?

Name of the attribute	No. of responses
Very serious	35
Serious to some extent	25
Jovial	12
Aggressive	30
Total	100

Interpretation:

- 35% of employees are very serious at their work place.
- 25% of employees are serious to some extent at their work place.
- 12 % are jovial.
- 28% of employees are aggressive at their work place

TABLE 5. Are you confident about yourself?

Name of the attribute	No. of responses
Yes	98
Yes	2
Total	100

Interpretation:

- 98% of employees are much confident about themselves.
- 2% of employees are not confident about themselves

TABLE 6. Do your family members provide enough support to you at work?

Name of the attribute	No. of responses
Yes	82
No	18
Total	100

Interpretation:

- 82% of personnel’s have support from their family members.
- 18% of personnel’s do not have any support.

TABLE 7. How do you feel about working conditions of organization?

Name of the attribute	No. of responses
a)Good	52
b)Moderately good	19
c)Excellent	14
d)Bad	11
e)Can’t say	4
Total	100

Interpretation:

- 52% of respondents feel good about working conditions of organizations.
- 19% of respondents feel moderately good about working conditions of organizations.
- 14% of respondents feel excellent about working conditions of organizations.
- 11% of respondents feel bad about working conditions of organizations.
- 4% of respondents feel can’t say about working conditions of organizations

TABLE 8. Do you have specific relaxation timings in your organization?

Name of the attribute	No. of responses
Yes	49
No	51
Total	100

Interpretation:

- 49% of employees have time to relax in organization.
- 51% of employees do not have time to relax in organization

TABLE 9. Under what conditions you feel stress in organization?

Name of the attribute	No. of responses
a)When more work/responsibility is added	37
b)When some one keep on monitors your work	18
c)when new technologies introduced	13
d)above all	28
e) none of above	4
Total	100

Interpretation:

- 37% of personnel's feel stress when more work is added in organization.
- 18% of personnel's feel stress when some one monitors their work.
- 13% of personnel's feel stress when new technologies introduced in to organization.

TABLE 10. Do you feel time management is important to a void stress?

Name of the attribute	No. of responses
Yes	82
No	18
Total	100

Interpretation:

- 82% of respondents feel time management is important to a void stress.
- 18% of respondents do not feel important.

TABLE 11. Do you feel enough time for food and sleep?

Name of the attribute	No. of responses
Yes	47
No	53
Total	100

Interpretation:

- 47% of employees find enough time for food and sleep.
- 53% of employees do find enough time.

TABLE 12. Do you feel stress in organization because of personal reasons?

Name of the attribute	No. of responses
Yes	29
no	71
Total	100

Interpretation:

- 29% of employees feel stress due to their personal reasons.
- 71% of employees do not feel stress due to their personal reasons.

TABLE 13. Have you attended stress management sessions provided to you?

Name of the attribute	No. of responses
Yes	45
No	55
Total	100

Interpretation:

- 32% of personnel’s have attended stress management sessions.
- 53% of personnel’s have not attended stress management sessions.
- 25% of personnel’s have not provided any stress management sessions

TABLE 14. Whether the stress management sessions are useful to you?

Name of the attribute	No. of responses
Yes	98
no	2
Total	100

Interpretation:

- 98% of employees said that stress management sessions are useful to them.
- 2% of employees said that they are not useful.

TABLE 15. Do you feel stress when you got to deal with clients?

Name of the attribute	No. of responses
Yes	37
no	63
Total	100

Interpretation:

- 37% of employees feel stress while dealing with clients.
- 63% of employees do not feel stress while dealing with clients.

TABLE 16. Are you comfortable with everything in organization?

Name of the attribute	No. of responses
Yes	61
no	39
Total	100

Interpretation:

- 61% of respondents are comfortable with everything i.e., employee is satisfied with organization.
- 38% of respondents are not comfortable

TABLE 17. How do you feel about performance target setting system?

Name of the attribute	No. of responses
Good	51
Moderately good	21
Not bad	21
Bad	7
Total	100

Interpretation:

- 51% of personnel’s feel-good regarding performance target setting.
- 21% of personnel’s feel moderately good regarding target setting.
- 21% of personnel’s feel not bad.
- 7% of personnel’s feel bad.

TABLE 18. Do you run after work every time?

Name of the attribute	No. of responses
Yes	68
no	32
Total	100

Interpretation:

- 68% of employees run after their work every time.
- 32% of employees do not after their work.

TABLE 19. How often it is better to conduct stress management programs?

Name of the attribute	No. of responses
a)Monthly once	55
b)Weekly once	22
c)Once in 3 months	15
d)Once in 6 months	8
Total	100

Interpretation:

- 55% of employees said that it is better to conduct stress management programs monthly once.
- 22% of employees said that it is better to conduct stress management programs weekly once.
- 15% of employees said that it is better to conduct stress management programs once in 3 months.
- 8% of employees said that it is better to conduct stress management programs once in 6 months.

TABLE 20. According to you ideal organization means?

Name of the attribute	No. of responses
a) The place with full of challenges and recognitions	75
b) The place which is ideal	14
c)The place where everything goes normally	12
Total	100

Interpretation:

- 75% of personnel says that ideal organization means the place full of challenges and recognitions.
- 14% of personnel says that ideal organization means the place which is idle.
- 12% of personnel says that ideal organization means the place where everything goes normally.

FINDINGS

1. Lack of interaction of HR with sales force: None of them don't know their HR, many of them meet the HR while they are resigning or withdraw their money.
2. Submissions: Submissions should be made in the branch office under which zone it comes instead of submitting in nearer branch. This consumes lot of time in journey.
3. Transparency towards employees is lacking: The sales force doesn't know where the money is going. They feel that company is squeezing them to work and company is earning profits by exploiting them.
4. Recruiting of inappropriate candidates.
5. No empowerment.
6. Lack of support from organization in providing customer service: Many employees complained about provision of customer service are not within time.
7. Promotion of HETERO DRUGS is very poor when compared to close competition: Company is only concentrating on personal selling and other cheaper promotional activities are not practiced by the organization.
8. Lack of positive attitude in many of sales force members: When the employees are not positive towards organization they expose the same behaviour to buyers. It may spoil the company's image.
9. Communication gaps between team leaders and members.
10. Lot of stress on team leaders: Because of inappropriate candidate recruitment the burden of making them work is more on team leaders.

11. High rate of employee turnover: many of the sales force are going to work only to get experience for some time instead of sitting idle. If the company invests money for training of such candidates it will be in vain.
12. Unclearified prejudices of employees: Some of the employees have so many prejudices about medical claims they need to be clarified immediately.

SUGGESTIONS

Organization cannot avoid the occupational stress, hence it can follow certain policies to deal with employee's stress, because stress plays very important role in employee's job satisfaction and productivity.

From the observation made and suggestions are:

1. Management should design for recreational activities to design a policy for the same.
2. During the peak season's organization should design for proper work division and if possible, should go for hiring extra personal on contract basis.
3. Management should also take steps to revise overtime benefits to employees.
4. Provision of ID cards within one month of joining.
5. Acceptance of submissions in any branch office.
6. Empowerment to some extent.
7. Provision of positive attitude sessions.
8. Promotions through hoardings.
9. Interaction of HR at least in three months at every branch.
10. Strict provision of stress management sessions.
11. Supporting the employees in providing customer service (assisting them by providing requisite information with in short span of time.)
12. So small precise statement of disbursements to various departments should be explained to employees.
13. Communication gaps should be removed by facilitating them to interact.
14. By practicing all these employees turn over can be reduced.

6. CONCLUSION

- As employees are ready to adaption's the organization should mould them according to its requirement.
- Developing aim high attitude among work force will fetch the organization.
- 25% of the work force is not communicative.
- 75% of them are positive thinkers.
- More than 80% of them are ready to face challenges.
- 70% of them feel working conditions are good.

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