ABSTRACT FOR Ph.D

MANAGING OCCUPATIONAL STRESS: A STUDY OF MARKETING EXECUTIVES IN PUBLIC AND PRIVATE LIFE INSURANCE COMPANIES

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Work plays a powerful role in people's lives and exerts an important influence on their well-being. Since the 1960s, paid work has occupied an increasing proportion of most people's lives. Although employment can be an exciting challenge for many individuals, it can also be a tremendous source of stress. Consequently, as work makes more and more demands on time and energy, individuals are increasingly exposed to both the positive and negative aspects of employment. The relationship between work and mental and physical health may also contribute to career adjustment as well as to the productivity and economic viability of companies.

Stress is a cause of concern in almost all the organizations. It is one of the prime factors that results in the lagging productivity, rising cost, more errors, more absenteeism and higher manpower turnover rate. Stressed employees are less creative and less effective decision-makers. What about the risk an organization is exposed to when talented and loyal employees become ill, burnout and are consequently job disabled, or are for health reasons forced into premature retirement? It is both a personal and corporate tragedy.

The aim of this study is to provide staff, Managers and Supervisors with some basic stress management skills that will assist them address stress issues that they may encounter personally, in their colleagues. There should be a clearer understanding of occupational stress, work and non-work causes, implications for the work environment,
knowledge of a range of helping strategies and guidelines for the referral of complex situations to specialists.

The marketing environment today is extremely competitive. There are large number of companies including Multi National Companies operating in almost all fields of marketing like Banking, Insurance, Telecommunications, Information Technology and other service sectors. In an effort to meet the challenges / threats posed by all these players, Today’s Marketer is under tremendous pressure and stress. Coupled with competition, the easy availability of large variety in goods and services enhances the marketer’s stress.

In the light of the above, no more emphasis need be placed on the significance of addressing the most important factor affecting our life i.e. STRESSES. Hence there is definitely a need to study this aspect of the marketer’s professional life so that appropriate remedial actions can be taken before the damage is irreparable.

Here we can conclude that there are a number of individual and organization factors causes stress among the marketing executives in the life insurance companies, which has a high level and huge impact on the employee efficiency. These factors are present in both types of the industry, but more in the private industry as there is a cut-throat competition in this sector. These stressors could be managed well through a proper and scheduled manner, which is again more possible in the private sector organizations than in the public sector organizations. There are a number of techniques available to address this problem as listed in the study. But the use of these will depend upon the situation and the nature of the work and employee.

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