

The Impact of Individualism and Collectivism on Managing Conflicts at Work: A Study of Executive Employees in a Selected Leasing Company

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Every workplace has conflicts from time to time. Inconsistencies, usually due to interference or disagreement, are considered conflicts. Conflict management is the process of planning to avoid conflict wherever it occurs and making plans to resolve it when it does occur. The main objective of this research study was to examine how individualism and collectivism influenced conflict resolution among executive level staff members in a selected Sri Lankan leasing company. In this study, the researcher identified the research questions that were constructed based on the previously explained problem and the previously developed questionnaire. This study is a quantitative research study. And the researcher used survey method to collect the data. The present study uses well-established standard scales to measure the variables using well-recognized journals. The population of the present study is the executive employees of a selected leasing company in Sri Lanka. The selected leasing company has about 540 employees per grade and according to the Morgan table the sample was about 217. 180 respondents were screened in the investigation. With that note, the present researcher has chosen questionnaire to collect the primary data as a simple random sampling method. Quantitative data were analyzed using Statistical Package for Social Sciences (SPSS) 23.0. The researcher used preliminary analysis, discussed findings and conclusion of the present study to analyze the data. The final finding of the study was that there is a positive moderate relationship between individualism and conflict management among executive level employees of the selected leasing company. Also, there is a positive moderate relationship between collectivism and conflict management.

Keywords: *Conflicts, Conflicts Management, Individualism, Collectivism*

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