

Stress management of executives in future group company

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Abstract

This paper describes about level of stress management in the company. To analyzes various techniques adopted stress management. The paper explores on opinion of the executives regarding stress. Analyzes the purpose of stress management and importance in the company. Finally, this paper suggests the guidelines for stress the executives.

Keywords: Stress Management, Techniques, Executives, Guidelines.

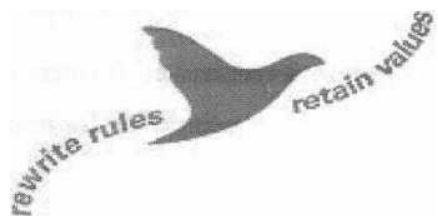
Introduction

Organization is the set of the people working together for on accomplishment of a common objective. The roles and responsibilities are started clearly without any ambiguity. The Position occupied by different individuals is in the form of organization chart. Organizational structure is essential for continuity of the mission & co-ordinates and controls the business activities. Organization helps management to perform its actives effectively optimum use of the technological improvement growth & diversification, creatively, effective use of physical resource & HR.

Company Profile

Future Group, which begin as a trouser manufacturer in the mid 1980's, had grown over the years to become one of India's largest retail chains. In March 2006, the pantaloons group renamed as the "Future Group"

In March 2006, the Pantaloon Knowledge Group, as a part of its restructuring & its expansion plans changed its identity to the "Future Group". The new group was set up to drive growth through the use of consumer insights and scenario planning to design future retail delivery Formats Kishore Biyani, chairman PRIL said, "India is changing rapidly and we believe that rather than look at the past to extrapolate or the west to emulate, we have to prepare ourself by planning scenarios based on innovative and original research"



Indian bazaars with aspects of modern retail like choice, convince and quality and central a chain of seamless destination malls. Some of its other formats include Home Town, depots, shoe Factory, Brand outlet blue sky, Fashion station, m bazaar and star and Sitara. The company also an online portal, futurebazaar.com

Future Group is one of the country's leading business groups in retail, asset management, consumer finance, insurance, retail

media, retail spaces and logistics. The group's flagship over 1100 stores across 72 cities like Pantaloons, Big Bazaar, Central, Food Bazaar, Home town, e Zone, Depot, Future Money and Online retail format, futurebazaar.com

Future group companies include Future capital Holdings, future Generally, India Indus League Clothing and Galaxy Entertainment that manages sports bar, Brew Bar and Bowling Co. Future capital holdings, the group's financial arm focuses on asset management and consumer credit. It manages asset worth over \$1.25 billion that are being invested in developing retail real estate and consumer – related brands and hotels.

Future Group's vision is to, "Deliver Everything, Everywhere, Everytime to Every Indian Consumer in the most profitable manner." One of the core values at Future Group is, 'Indianness' and its corporate credo is - Rewrite rules, Retain values.

Statement of Problem

The study stress management in this paper is carried in Future Group Retail Limited. It states the level of stress management in the company, the purpose of managing stress helps executives to perform in a better way. As per the analysis the company must also help executives to manage their stresses which is very important and is the main where the company has to give more concentration.

Objectives of the Study

1. To describing the level of stress management in the company.
2. To analyzing various techniques adopted for stress management in the company.
3. To explore on the opinion of the executives regarding stress management.
4. To suggest the guidelines for stress management to the executives.
5. To analysis the purpose of stress management and importance in the company.

Scope of the study

The scope of the study is to understand stress management in the company. Future Group Retail Ltd., is one of the companies, where stress management is well maintained through different activities enabling their officers to work more efficiently. Hence, this study is restricted to Future Group Retail Ltd. only.

Research Methodology

Primary data, convenient sampling techniques used for the study, sampling size is 35 and survey method has followed.

Data Analysis and Interpretation

Table 1: Age of Respondents

Age	Respondents	Percentage
20 & below	7	20%
20-25	7	20%
25-30	15	43%
30 and above	6	17%
Total	35	100%

From the above table, we can say that around 20% people are in the age group of 20 and below and 20 to 25, whereas most of the respondents are aged between 25 to 30, which is 43% of the total respondent. Further, 17% are aged, 30 and above.

Interpretation

In the above fig. we can see that a huge amount of executives in the company are aged between 25 to 30 years of age. Further, in the analysis we will see that which age group of executives, able to well manage the stress at work and which are not able to do so. And how well they behave or work effectively with the professional stress and what actions should be taken by the company to improve the work efficiency.

Table 2: Satisfaction with the work and work environment

Reaction	Respondents	Percentage
Yes	23	65%
No	12	35%
Total	35	100%

Source: Primary data

This is clear with the above table 65% of the executives were satisfied with their work and with the work environment. Whereas, 35% of executives were unhappy and were dissatisfied with the nature of work and with their working environment.

Interpretation

With the above analysis, we can say that some of the executives were not happy with the nature of the work and also with the work environment. Therefore, the company should look into this matter, and make arrangements for good work environment and to allocate the concerned executives for the appropriate nature of works depending upon their educational qualification, technical skills etc.

Table 3: Reaction for staying after duty hours

Category	Respondents	Percentage
Stays happily	05	15%
Stays with over strained	20	58%
Feels frustrated	10	27%
Total	35	100%

Source: Primary data

This is clear with the above table around 15% of people stays happily after their duty hours in the office. Whereas, 58% of people stays back if required, with our strained. And 27% of

people feels and got frustrated, if they are supposed to stay back after their duty hours.



Fig 1

Interpretation

With the above analysis we can say that, most of the officers, getting over strained when they are supposed to stay, back after their duty hours. Only few of them stay back with the happy mood. Some executives get frustrated if they are supposed to work with extra hours.

Table 4: Over commitment in the job

Reaction	Respondents	Percentage
Yes	30	85%
No	05	15%
Total	35	100%

Source: Primary data

We can say by seeing the above table 85% of executives are over loaded with their job whereas, 15% of executives are not over committed.

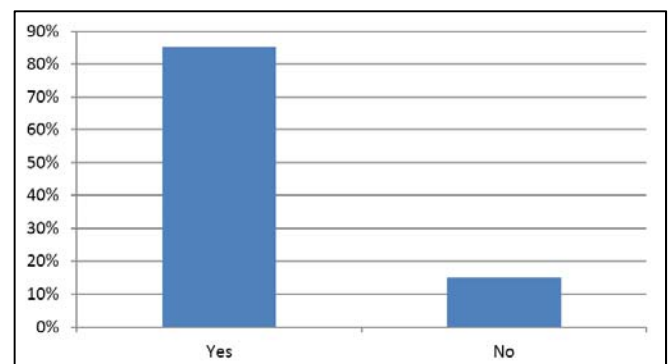


Fig 2

Interpretation

By seeing the above analysis, it is clear that 85% of the people in the company were over committed in their work and setting over strained. Whereas, 15% of the people were not strained that much.

Therefore, company must look into the matter seriously and should take appropriate actions for relieving stress for officers who are not able to manage the stress at work as well as for the people who are capable of managing the stress which will increase their work efficiency and interest towards work.

Table 5: When you are waiting for someone to meet

Reaction	Respondents	Percentage
Remains cool	8	23%
Frustrated	18	51%
Annoyed/Angry	9	26%
Total	35	100%

Source: Primary data

It is clearly seen in the above data that when the respondents are waiting for somebody to meet and the person is late, then 23% of the people remains cool while waiting, whereas, 51% gets frustrated and another 26% of the people becomes annoyed/angry

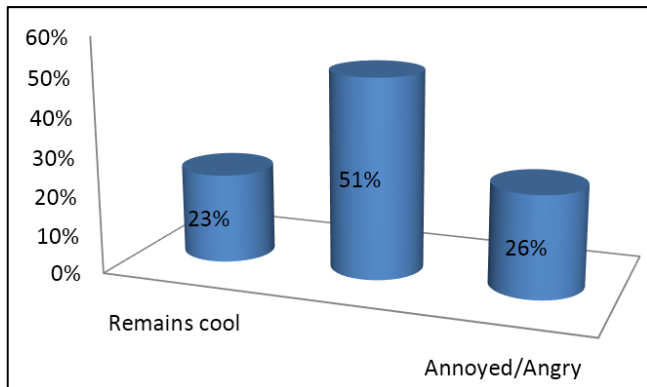


Fig 3

Interpretation

With the above analysis, we can say that the comparative percentage of the people only 23% of the people remains cool, 51% of the people got frustrated and remains 26% people becomes annoyed or angry, when they have to wait someone and if the person is late whom they are waiting to meet.

It is clearly shows that both the categories of people who becomes frustrated, annoyed or angry, they have a lesser patience. At any work place, a good patience level is very important to finish up the work more smoothly and efficiently. To increase the patience level, such people should be advised to practice some kind of meditation and yoga. Also company should see to it that such kind of activities are organized by the company as well which encourages the employees to involve themselves into these activities.

Table 6: During vacation

Reaction	Respondents	Percentage
Like to go somewhere	25	71%
Only relax	6	17%
Find it difficult	4	12%
Total	35	100%

Source: Primary data

In the above table we can see that, when the executives were asked that how they wish to spend their vacation, 71% of them repeated the same answer that they go somewhere, they like.

17% of them said that they wish only to relax in the home, whereas, 12% said that they find it difficult to relax during vacation as well

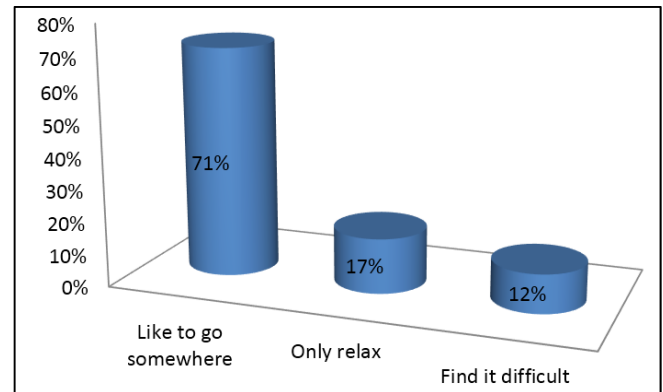


Fig 4

Table 7: You find work as

Reaction	Respondents	Percentage
Challenging	35	100%
Amusing	NIL	0%
Difficult	Nil	0%
Total	35	100%

Source: Primary data

How do you find the work? When people were asked this question, it was found that, all the executives answered the same i.e. they are finding the work is challenging. They are not finding it as difficult or amusing. This is very positive response.

Interpretation

From the above analysis, it is clearly stated that all the executives of the employ feels like the work is challenging. It is good sign but the impact of stress can be seen in their reaction.

To refresh their minds the company should organize recreational facilities and recreational clubs.

Table 8: Changes in life style

Reaction	Respondents	Percentage
Accept the changes	18	51%
Learn how to deal with the changes	12	34%
Complain about it	5	15%
Total	35	100%

Source: Primary data

By seeing the above responds from the respondents of the company, we can say that, if they are asked to change their life style 51% of the people will be ready and accepts the changes and 34% of the people learns how to deal with the changes but 15% of the people complains when they are asked to change their life style.

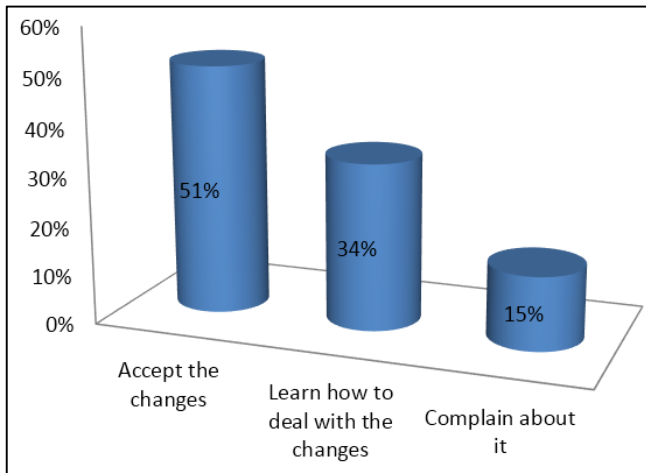


Fig 5

Table 9: Do you have patience to do your work with interruptions

Reaction	Respondents	Percentage
Yes	12	34%
No	23	66%
Total	35	100%

Source: Primary data

We came to know with the above response that 66% of the executives feels that they are not having patience to do their work when they are got interrupted, whereas 34% of the executives are having the patience to do their work even they are got interrupted.

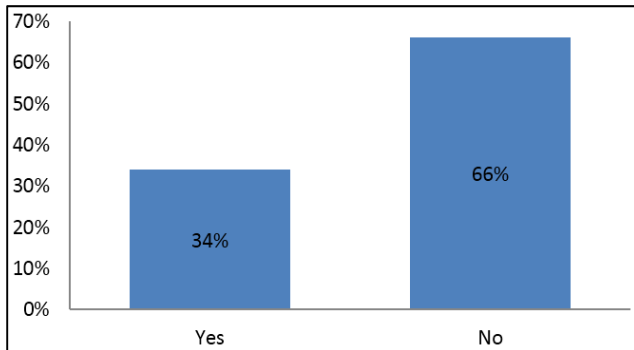


Fig 6

Interpretation

When the question was asked to the executives that, they are having patience to do their work with interruptions, most of the respondents replied that, they are not having patience to work with interruptions. In other words, they can't perform well if they are disturbed during their work.

But, some of the respondents feel that, they can work and carry on their job even though they are getting interrupted.

Table 10: Do you have time to spend with your family at each week end

Reaction	Respondents	Percentage
Yes	25	71%
No	10	29%
Total	35	100%

Source: Primary data

From the above chart and response shown, 71% of people are having time to spend with their family at each week and whereas 29% of them are not having enough time to spend with their family at each week end.

Summary of Findings

- Quite more people feels like over strained, when they are supposed to stay back after normal working hours, on the same line few people showed positive attitude towards the over staying.
- Most of the executives were satisfied with their nature of work, whereas some of them are not happy with the working environment.
- Executives accept the challenges and works towards it. Still few of them are stepping back which should be corrected from the top management.
- Executives have patience this was observed in few circumstances where as still a group of people need to improve their present level.
- More than 50% of the people have opinion that when more tasks is assigned, they will trace a course of action, but few are there who have negative thought which should be changed by top management.
- A good attitude from the executives is observe regarding vacation and week end where we can see an open minded nature, where they are ready to do what comes on their way. But few are unable to pass their vacation.
- All the executives feel that the work is challenging one. They are neither finding it as amusing nor difficult.
- Lack of personal time is the major findings, but few agree that they have sufficient time for themselves.
- 60% of the people says that they won't react angrily for the situations where as 40% of people says they do react which shows the source of stress.
- The officers used to be tensed when they are assigned with large projects which is more than 70% which shows the level of stress whereas still 30% says they won't be worried when are assigned unexpectedly with large projects.
- Without the training also the officers are confident to tackle the things whereas, still 28% of people say that, they can't do the things without trainings.
- Some of the people find it difficult to begin new things.
- Some of the officers were treated for depression and also they have attended counseling.

Conclusion & Suggestion

After finding the opinion of the respondents we can say that the company should help the officers to come out of their stressful work. A good attitude is seen in the executives where a majority of the people are capable to handle their pressure but still a supporting hand is required which the management should definitely look into it and provide them the same. If the executives are out of stress then definitely a productive output is possible so the management is also responsible in this regard. If both the hands join together it is a ripened fruit which is enjoyed by both top management and executives/officers which leads towards the great success of the company. In the retail field the stress level is very high. So the top level management should support their employees to manage the stress level. If top management help their employees to come

out of the stress then employees will start to give 100% efforts in their jobs.

Sometimes manager should take their employees opinion about how to reduce the stress in the working environment. Because employees will be having their own good ideas. So it's better to take opinion.

If top management support their employees to reduce their stress then it will be very helpful for the management. They can gain the more customers, they can give good competition to their competitors. Because of this company's good will also increase in the market.

As all we known "customer is the king" so keep the customers happy it is very important to have patience while dealing with them.

To gain the external god (customers) we have to keep internal gods happy (employees).

All these possible when employees control their stress in the work.

Suggestions

- Conduct family meeting once in a month.
- On every third Sunday employees can bring their child to company.
- Generate the ideas from employees.
- Given them incentives in order to motivate the employees.
- Celebrating the birthdays of employees.
- Arranging for the trip once in a while.
- Arranging get to together.
- Arranging the indoor games in the fun zone.
- Arranging the outdoor games 3months once and winner should be awarded.
- Once or twice in month arranging cultural activities among the employees.
- Arranging mind refreshment session by hiring experts from outside.
- Giving them week offs as per employee's requirement.

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