

**INFLUENCE OF PERSONAL DEMOGRAPHIC VARIABLES  
ON CONFLICT MANAGEMENT STYLES:  
A STUDY ON ACADEMIC STAFF IN EASTERN UNIVERSITY, SRILANKA**



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## ABSTRACT

Conflict is a natural occurrence in all work place. The term Conflict refers to perceived incompatibilities resulting typically from some form of interferences or oppositions. Conflict Management is the process of planning to avoid conflict where possible and organizing to resolve conflict where it does happen, as rapidly and smoothly as possible. The ability to manage conflict is probably one of the most important social skills an individual can possess. In the present research, the model of Conflict Management Styles proposed by Rahim (1983) has been used across the personal demographic variables such as Gender, Age, Religion, Marital status, Educational qualification and Work experience.

The aim of this research was to identify the influence of Personal demographic variables on Conflict management styles. It's necessary to identify the factors that influence on individual's conflict management styles for improving work place relations and productivity of individuals, but very few attempts have been made to find out the factors influencing on conflict management styles in Sri Lanka. In this present study, 150 respondents who were randomly selected from academic staff of Eastern university srilanka were analysed. The data obtained from the returned questionnaires were analysed using the percentage distribution, mean, Chi-square, T-test and One-way ANOVA.

Based on the research findings, collaborating style is the most preferred style of individuals. Analyses of the data indicated that only the Gender has a significant influence on the conflict management styles of academic staff. The findings further revealed that there was significant difference between male and female on competing style. And there is significance difference was found between the age group for accommodating style. But there is no significant difference between religions. There is a significant difference in marital status for competing style. Further, by analysing educational qualification, significant difference could be found between groups for the compromising style. No significance difference was found between the groups of work experiences. There is no significant difference in parenthood. Finally, indicate that there is a statistically significant difference in position variable for collaborating style.

Finally, recommendations and suggestions for staff were also given to manage their conflict situations, based on the results. Scopes and directions for future study are then discussed, which concludes this project report.

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