

A STUDY ON LEADERSHIP STYLES AND CONFLICT  
MANAGEMENT STYLES IN INSURANCE COMPANIES IN  
BATTICALOA DISTRICT



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## ABSTRACT

Insurance sector leaders deal with conflicts every day. The conflict management is associated with managerial effectiveness. The ability to creatively manage conflict situations, towards constructive outcomes is becoming a standard requirement. This study assessed the "*Leadership Styles and Conflict Management Styles in Insurance Companies*" which is one of the most competitive sector in Mannar North D.S Division of Batticaloa District. This research performs an empirical study to find the leadership style and conflict management.

This study was conducted by collecting 162 questionnaires from leadership level staff of fifteen insurance companies in Mannar North D.S division of Batticaloa District. The study population comprised of all 203 leadership level staff of insurance companies such as managers, assistant managers, executive staff, and leaders. Simple random sampling method was used to select the samples. Data were analyzed and evaluated by using Univariate techniques.

The study considers transformational and transactional leadership styles as leadership styles and forcing, avoidance, accommodation, compromise and collaboration as conflict management. At Leadership styles Transformational leadership achieved high mean value (4.22) and Transactional leadership achieved mean value of 3.71. At conflict management styles, all variables have taken mean values of more than 3.5, except avoidance, with the mean value of 3.10 it falls under moderate level. Mean values of forcing 3.70, accommodation 4.08, compromise 4.21 and collaboration 4.44.

**Keywords:** *Leadership Styles and Conflict Management styles*

*Researcher*

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