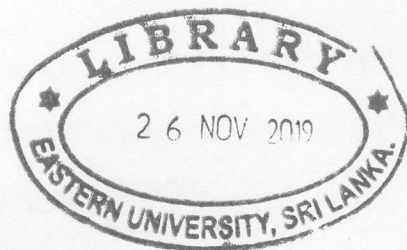


**THE INFLUENCE OF CONFLICT HANDLING STYLES ON  
EMPLOYEE'S COMMITMENT WITH SPECIAL REFERENCE  
TO BRANDIX APPAREL SOLUTION**



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## ABSTRACT

Sri Lanka apparel industry is facing the problems in developing and maintaining the required manpower. According to the Labour Demand Survey for the year 2017, labour turnover rate is 44.4% among machine operators. Therefore, in organizations, the turnover may occur if there is higher level of conflicts.

The study identifies what is the level of conflict handling styles and employee's commitment and is there any relationship between conflict handling styles and employee's commitment. The study also focuses on to examine the influence of the conflict handling styles on the employee's commitment in Brandix apparel solutions.

The study is concerned with conflict handling styles as the independent variable and the dimensions of it as integrating, obliging, compromising, dominating and avoiding as well as the employee commitment which is the dependent variable.

The data collected using 299 structured questionnaires and Stratified Random Sampling was used. The questionnaires consisted of two parts. First, demographic information, second, research information were measured. Questionnaires were distributed to the production employees of Brandix apparel solutions. The univariate analysis is used to identify the levels of study variables and the bivariate analysis is used to find out the relationship between study variables. Simple and multiple regressions were used to identify the influence of conflict handling styles on employee commitment.

The study reveals that there is moderate level of conflict handling styles and high level of employee commitment. Further, there is medium positive relationship between conflict handling styles and employee commitment. Moreover, conflict handling styles is significantly and positively impacted on the employee's commitment. And, also the dimensions of conflict handling styles such as integrating, obliging, compromising are having significant and positive impact while dominating and avoiding are having significant and negative impact.

To ensure and maintain the professionalism and quality of the conflict management by the managers' and supervisors' interpersonal knowledge and skill should be continuously developed in managing conflict.

**Keywords;** Conflict Handling Styles, Integrating, Obliging, Compromising, Dominating, Avoiding, Employee's Commitment

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