



EXAMINING THE STRESS LEVEL OF PHARMACEUTICAL COMPANY REPRESENTATIVES AND ITS INFLUENCE TO JOB SATISFACTION AND PERFORMANCE.



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Abstract:-

This study was dealing with work induced stress and its impact on job satisfaction and performance of pharmaceutical company representatives of south kerala region. Pharmaceutical sales representatives or medical representatives are salespeople employed by pharmaceutical companies to persuade doctors to prescribe their drugs to patients. They help doctors by the service of updating latest changes in medical science. The pharmaceutical industry develops, produces, market drugs or pharmaceuticals licensed for use as medications.

Keywords:- pharmaceutical company representatives or medical representatives, job satisfaction, stress, performance.

INTRODUCTION

Mostly sales representatives are liable to attain their target sales within stipulated time. They play various roles such as coverage of wide geographical sales, communicate medicine information, attracting target customers (doctors), explaining the details of medicine and on timely delivery of medicines.

Medical representatives are facing high level of stress due to heavy workload, unattainable targets, tight deadlines, long working hours, mobility nature of work, work pressure etc. High level of job stress will lead to job dissatisfaction.

Job satisfaction is also one of the major factors which influence the performance of medical representatives. The critical factors which determine the level of satisfaction of medical representatives are job security, payment status, superiors' attitude, accessibility to sufficient materials, leave facility, welfare facilities, overall happiness etc.

Review of literature:-

Laura C. Batista (2017) The purpose of this quantitative study was to explore the relationship between occupational stress and instigator workplace incivility, as moderated by personality, to select organizational outcomes (i.e., perceived physical health and intent to turnover). Data were collected from 206 full-time working adults in the healthcare industry utilizing Amazon MTurk. The findings suggest that personality did play a role in the stress-incivility relationship. Conscientiousness and agreeableness dampened the relationship, while neuroticism and extraversion strengthened the relationship.

Anita Odigie (2016) The aim of this study is to explore issues on specific occupational stressors related to job performance, the role of healthcare in stress management and the effects of job resources on job demands, and also to create awareness for healthcare professionals on how to manage stress. My result suggests that hospital managers should develop strategies to address and improve other quality of working conditions of healthcare professionals.

Ganapathi, (2013) The researcher analyzed the impact of job stress on employee job satisfaction between the employees of small scale industries in Madura. The study examined that two factors: overload of work and role conflict negatively impact on employee job satisfaction and different factors of physical environment positively impact on employee job satisfaction. According to the researcher, to increase the productivity of an organization, it is important for an organization to understand the needs of the employees. The organization should motivate their employees and give compensation and appraisals to their employees. In order to increase the productivity and satisfaction level and lives of their employees, they should compensate with equitable incentives.

Swarnalatha c; Prasanna T.S (2012) A study on employee empowerment to motivate the employees in the health care industry in a private multi-specialty organization. The article mainly focuses on employee empowerment to motivate employees in the health care industry. It evidences the fact that employees gain more confidence in their abilities when they are given empowerment.

Jyotindra M. Jani (2009) study was conducted on the basis of data collected from senior and junior executives i.e. executives the sample consists of more than 500 executives belonging to Government and Private Sector. The present study intended to find out stressors that creates managerial problems and results in to diminishing the efficiency at the workplace. Stress and managerial problems have the positive correlation. Building a good organizational environment, work culture, and developing executive accordingly reduces managerial problem and stress.

OBJECTIVES OF THE STUDY:-

- *To examine the variables which impacts job stress.
- *To assess the variables which influences the satisfaction level of employees.
- *To analyse the variables which influences the performance of Medical Representatives.

RESEARCH HYPOTHESIS:-

Ho1:- There is no significant relationship between the stress factors, satisfaction and years of experience of the respondents.

Ho2:- There is significant relationship between stress factors, satisfaction and years of experience of the Medical Representatives.

RESEARCH METHODOLOGY:-

The researcher has adopted census method for collecting data from medical representatives from different areas of Kerala. The questionnaires were distributed to the employees directly and also sent online questionnaires at their convenient time. Sufficient time was given to them to get the questionnaires filled and complete in all aspects. Sample consists of 100 medical representatives.

Primary Data:- The main tool for collecting primary data are through questionnaires and also through interviews.

Secondary Data:- It is collected through various journals, publication of research agencies, magazines, newspaper, internet and libraries.

TOOLS FOR ANALYSIS:-

The pilot study was conducted by interviewing selected number of medical representatives. These interviews helped the researcher to identify the variables to be included or excluded in the questionnaire. Accordingly the questionnaire was modified. Having identified the variables the researcher prepared the final draft questionnaire. The draft questionnaire was then revised in the light of suggestions and criticisms made by the research supervisor and the fellow researchers.

Primary data collected from the respondents are edited and coded. The statistical analysis of data is done using SPSS. The main tool used are simple percentage analysis and Cross tabulation with chi-square.

Table:1 showing the crosstab analysis between experience of respondents and variables of stress, satisfaction and performance.

Table:-1.1

experience of respondents * ensures job security

Count		ensures job security					Total
		strongly agree	Agree	neutral	disagree	strongly disagree	
experience of respondents	upto 3 years	7	4	2	5	3	21
	3-5 years	14	23	2	8	5	52
	5-10 years	4	12	0	6	3	25
	above 10 years	1	1	0	0	0	2
Total		26	40	4	19	11	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.390 ^a	12	.669
Likelihood Ratio	11.131	12	.518
Linear-by-Linear Association	.087	1	.768
N of Valid Cases	100		

Table:-1.2

experience of respondents * reward and recognition

Count		reward and recognition				Total
		strongly agree	agree	disagree	strongly disagree	
experience of respondents	upto 3 years	9	6	3	3	21
	3-5 years	23	17	8	4	52
	5-10 years	6	8	8	3	25
	above 10 years	0	1	0	1	2
Total		38	32	19	11	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.717 ^a	9	.374
Likelihood Ratio	9.405	9	.401
Linear-by-Linear Association	2.457	1	.117
N of Valid Cases	100		

Table:-1.3
experience of respondents * opportunities to communicate co-workers

Count		opportunities to communicate co-workers				Total
		strongly agree	agree	Disagree	strongly disagree	
experience of respondents	upto 3 years	6	11	4	0	21
	3-5 years	24	22	5	1	52
	5-10 years	17	4	3	1	25
	above 10 years	0	1	1	0	2
Total		47	38	13	2	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.604 ^a	9	.137
Likelihood Ratio	14.690	9	.100
Linear-by-Linear Association	.373	1	.542
N of Valid Cases	100		

Table:-1.4
experience of respondents * freedom to take decisions

Count		freedom to take decisions				Total
		strongly agree	agree	disagree	strongly disagree	
experience of respondents	upto 3 years	0	2	8	11	21
	3-5 years	3	16	20	13	52
	5-10 years	3	6	10	6	25
	above 10 years	1	0	1	0	2
Total		7	24	39	30	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.981 ^a	9	.067
Likelihood Ratio	15.175	9	.086
Linear-by-Linear Association	6.608	1	.010
N of Valid Cases	100		

Table:-1.5
experience of respondents * better working conditions

Count		better working conditions					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
experience of respondents	upto 3 years	4	17	0	0	0	21
	3-5 years	21	25	5	1	0	52
	5-10 years	8	16	0	0	1	25
	above 10 years	2	0	0	0	0	2
Total		35	58	5	1	1	100

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.080 ^a	12	.147
Likelihood Ratio	19.632	12	.074
Linear-by-Linear Association	.357	1	.550
N of Valid Cases	100		

Table:-1.6
experience of respondents * tries to keep busy all the time

Count		tries to keep busy all the time			Total
		strongly agree	Agree	neutral	
experience of respondents	upto 3 years	7	8	6	21
	3-5 years	24	21	7	52
	5-10 years	13	10	2	25
	above 10 years	1	0	1	2
Total		45	39	16	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.479 ^a	6	.372
Likelihood Ratio	6.625	6	.357
Linear-by-Linear Association	2.081	1	.149
N of Valid Cases	100		

Interpretation:-

From the above tables it is inferred that all the variables under stress and satisfaction and performance doesn't have any significant relationship with experience of the respondents. The study clearly reveals that pharmaceutical company representatives are facing high level of job stress and they are less satisfied and it will affect the performance.

LIMITATIONS:-

*The major weakness is the quality and quantity of information secured depends heavily on the ability and willingness of respondents to co-operate.

*The task of obtaining the exact population size was not possible due to time and cost constraints.

*This sampling is subjected to some bias and prejudices of medical representatives. Hence 100 % accuracy can't be assured.

DISCUSSIONS AND SUGGESTION

Job stress may be either helpful or harmful to the performance of medical representatives. But the stress level should be managed in a proper way. When stress is absent, it automatically limits job challenges and thereby performance becomes low. This study focuses on the relationship between stress, satisfaction and how it influences the performance of medical representatives. There are wider job opportunities in the pharmaceutical industry. That's why individuals are attracted or motivated to attain a better career in this field.

Work life is the most inevitable part of our day to day life. And also job stress is a crucial factor to job satisfaction. Job satisfaction may protect the employees from different stressors. And it also increases the efficiency and effectiveness of the pharmaceutical industry.

CONCLUSIONS:-

This study found that the Medical representatives were under pressure and they were facing work induced stress. At this present time many major changes are being imposed on the Medical representative's job and it is unclear if the profession is able to adequately deal with these changes. Any development in the nature of job profile and working hours need to be considered in the context of the well being of the Medical representatives who implement, and were affected by the changes. Further research is necessary to delve deeper into the various reasons for work induced stress and the solutions which could be applied to meliorating work induced stress in Medical representatives.

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