



A STUDY ON JOB STRESS IN EVENT MANAGEMENT ORGANIZATIONS WITH REFERENCE TO THRISSUR DISTRICT, KERALA

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Abstract: *In the present scenario, Event Management industry is one among the fastest growing industries in India. The Level of stress event managers and their employees face is high while compared to other industries; hence people at event management organizations and their job stress is chosen for this study. Every job has targets and employees become stressful in achieving their targets as well as when they are not able to achieve their targets. The main aim of this article is to highlight the level of stress faced by event managers and employees in Thrissur district. Total population of 10 event managers is selected for the present study by census method and 20 employees to represent these ten organizations by judgement sampling.*

Keywords: *Job stress, Event managers, Employees, Entrepreneurs, Industry.*

INTRODUCTION

Organizational life is quite challenging. New technologies, local and global competitive pressures have multiplied the woes of employees in recent times. To prevent executive burnout, companies have launched several innovative programs inside their organization. Stress is the reaction of body or mind to any demand made on it. Perceptions of events, whether positive or negative, activate stress. Every one lives under a certain amount of stress and hence it is said that the only dead people are without stress.

Stress is defined as “a state of psychological or physiological imbalance resulting from the disparity between situational demand and the individual’s ability and motivation to meet those needs”. Co-ordinating and planning events are stressful. Event co-ordination has been listed in the top ten most stressful jobs by ‘Business News’ daily. For event Managers and their employees, co-ordinating events is not considered as a one-day-only stress, it can often be for months before organizing an event. The impact of undue stress on a person is huge. It increases rates of heart attack, hypertension and other mental health issues can also be caused by working in such a high pressure



environment and lack of sleep is a routine in this industry. This will result in poor performance in organizational and personal life.

REVIEW OF LITERATURE

Job stress is due to organizational aspects, long work hour, lack of organizational support and organizational change, lack of support from supervisors and colleagues and conflict with demand and pressures (Ahmadi and Alirefa, 2007).

Stress is characteristics of both the focal individual and his environment. They designate the internal and external conductive forces as 'pressure' or 'stressors' and the resulting stalk of the organism on stress (Copper & Marshall. J, 1978).

Stress related headaches are the leading cause of loss of work time in U.S. Industry (Stephen Robbins, 1989).

Kinnunen, Kerttu Uhmavaara and Maiju Jaaskelainen (2017) in their study explored whether the attending public can co-produce the festival brand, and the brand image could be created by the festival community. It concludes that the festival brand image cannot be produced solely by organizers; rather, volunteers, artists and especially audience members are crucial for the success and creditability of the brand. This should be considered in marketing and event management.

RESEARCH GAP

- Very little literature is available on job stress in event management organizations in Indian context.
- Event management industry is being established in recent decades and yet this market is fully explored.
- None of the researches has concentrated on job stress in event management organizations.
- Research is made to present the reason behind stress faced by event managers and their employees and methods to overcome stress.

AREA OF THE STUDY

The study is limited to event management organizations registered at Thrissur district.

OBJECTIVES OF THE STUDY

- To study the stress level faced by the organizers and their employees.
- To indentify the situations that causes stress at work.



- To know the techniques and methods to lower stress.

SAMPLE SIZE

In this study, census sampling method is used so that all the 10 event managers/ entrepreneurs are included and judgement sampling method is used to select 20 employees, each two from these ten organizations for collecting opinions and perceptions towards stress at work place .

DATA COLLECTION

Total sample respondents of 10 event managers and 20 employees are met and data is collected through structured questionnaire and interview method.

Table 1

Age wise classification of respondents					
S. No	Age in years	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	21 - 30 yrs	2	20	9	45
2	31 - 40 yrs	6	60	5	25
3	41 - 50 yrs	2	20	4	20
4	50 & above	-	-	2	10
Total		10	100	20	100

Source: Self proposed questionnaire and field survey

Table 2

Qualification of respondents					
S. No.	Qualification	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Illiterate	-	-	-	-
2	Elementary / Middle School	1	10	3	15
3	High and Higher Secondary School	2	20	5	25
4	College / Technical Level	7	70	12	60
Total	Percentage	10	100	20	100

Source: Self proposed questionnaire and field survey

Table 3

Earnings Received / Pay Package Provided					
S. No.	Contents	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Highly Satisfied	-	-	-	-
2	Satisfied	7	70	14	70
3	Neutral	2	20	5	25
4	Highly dissatisfied	1	10	1	5
5	Dissatisfied	-	-	-	-
Total		10	100	20	100

Source: Self proposed questionnaire and field survey



Table 4

Stress in Job					
S. No.	Contents	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Yes	10	100	20	100
2	No	-	-	-	-
Total		10	100	20	100

Source: Self proposed questionnaire and field survey

Table 5

Kind of stress in Job among Entrepreneurs and Employees					
S. No.	Contents	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Physical	4	40	8	40
2	Mental	4	40	8	40
3	Both	2	20	4	20
Total		10	100	20	100

Source: Self proposed questionnaire and field survey

Table 6

Level of Stress					
S. No.	Contents	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Very High	5	50	5	25
2	High	4	40	5	25
3	Medium	1	10	10	50
4	Low	-	-	-	-
5	Very Low	-	-	-	-
Total		10	100	20	100

Source: Self proposed questionnaire and field survey

Table 7

How do the Entrepreneurs and Employees feel while working					
S. No.	Contents	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	More involved in work	3	30	3	15
2	Satisfied	2	20	5	25
3	Unable to concentrate	2	20	5	25
4	Frustrated	2	20	4	20
5	Depressed	1	10	3	15
Total		10	100	20	100

Source: Self proposed questionnaire and field survey



Table 8

How often Entrepreneurs and Employees face stressful situation					
S. No.	Contents	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Mostly	6	60	12	60
2	Rarely	2	20	5	25
3	Sometimes	2	20	3	15
4	Not at all	-	-	-	-
Total		10	100	20	100

Source: Self proposed questionnaire and field survey

Table 9

Most of work stress is related to which factor					
S. No.	Content	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Unable to take sufficient break	1	10	2	10
2	Working hours too long	3	30	6	30
3	Late Night	1	10	2	10
4	Work environment	-	-	-	-
5	Constant Travel	2	20	4	20
6	Pressure from big client	3	30	6	30
7	Social Injustice	-	-	-	-
Total		10	100	20	100

Source: Self proposed questionnaire and field survey

Table 10

Methods to overcome stress					
S. No.	Content	Entrepreneurs		Employees	
		Frequency	Percentage	Frequency	Percentage
1	Entertainment	2	20	3	15
2	Social Support Network	4	40	10	50
3	Participative & Interactive Session	2	20	3	15
4	Employee Counseling & Mentoring	1	10	2	10
5	All of the above	-	-	-	-
6	None of the above	1	10	2	10
Total		10	100	20	100

Source: Self proposed questionnaire and field survey

FINDINGS

1. From the analysis it is clear that majority of the Entrepreneurs are between the age group of 31 – 40 years, followed by 21 – 30 years and Employees are between the age group of 21 – 30 years, followed by 31 – 40 years. In this age they can exhibit their talents as well as in late 30's physical and mental health can be affected due to stress.



2. Majority of the respondents are literate and higher educational qualification in event management is not necessary for a successfully organizing the events.
3. Majority of the respondents feel stress in their job.
4. Majority of the respondents feel both physical and mental stress in their work because the entrepreneurs working here are not from young generation and most of them here are above 30 years old.
5. Very high stress is faced by employees than entrepreneurs while performing their task.
6. Event managers feel great stress while working in the organization but the analysis shows that most of them are More involved in work; but among employees, there is an equal percentage between Satisfied and Unable to concentrate categories, followed by Depressed employees.
7. The major stress are related to organizational working hours and pressure from big clients.
8. Majority of the organizations focus an event managers to be stress free by adopting methods like Social Support Network.
9. There are very few organizations where no measures are adopted to overcome the stress faced by event organizing managers and employees.

SUGGESTIONS

1. Conducting right employee performance survey. When an event management company uses employee surveys to collect data on their engagement levels, that data shall be specific, relevant, and actionable for any team at any organizational level. Based on this data job design, targets and performance standards shall be set to influence key stress reducing factors.
2. Targets at the top and floor levels of organization. Real goals achievements occur at the workgroup level, but it is possible only when company leaders set the right goals from the top. Companies realize goal initiatives when leaders weave performance expectations for managers and enable them to execute on them. Managers and employees must feel empowered to make a significant difference in their immediate environment. Leaders and managers should work with employees to identify factors of stress and to see that employees are familiar with the company's processes,



systems, products, and customers. They will also deliver improved performance, business innovation, and better workplace experiences.

3. **Organizational development.** The best managers understand that their success and that of the organization relies on employees' achievements without stress. They seek to understand each person's strengths and provide employees with every opportunity to use their strengths in their role. Those managers empower their employees, recognize and value their contributions, and actively seek their ideas and opinions. It depends upon talents of such managers, and selecting people who have this talent is important. Whether hiring from outside or promoting from within, businesses that scientifically select managers for the unique talents of effectively engaging their employees. Companies should train and develop such managers, with distinct functional talents who in turn will get their employees perform with reasonable goals set for stress to be at reasonable level.
4. **Accountability of managers for their employees' performance.** Recent researchers have found that managers are primarily responsible for their employees' performance levels. So, managers have to take an active role in building target plans with their employees and managers must be made accountable, track their progress, and ensure that they continuously focus on emotionally engaging their employees. This will gain a powerful framework to guide the creation of a strong work environment.
5. **Setting feasible goals.** To bring achievements in practice, leaders must make goals meaningful to employees' day-to-day experiences. Using powerful descriptions and motivating language gives meaning to goals and builds commitment within a team. Managers shall discuss employee engagement at weekly meetings, in action-plans, and in meetings with employees to set feasible goals to reduce stress and make daily interactions and activities as part of their work.
6. **Professional Education:** This is needed for event managers which helps them for more professional approaches for stress management.
7. **Managing change:** Methods to manage changes can be made effective through training young employees and concentration should be focused on developing young generation.
8. **Innovative Technology:** Technology can be used wisely as it saves time and reduces stress.



9. Time management: This should be given more importance to employees which will help to complete work with in specified time and make employees to be stress free.
10. Delegation of authority: Task can be assigned by delegating authority to subordinates which will reduce work overload.
11. Counseling: Counseling to employees will make them to know how to cope up with job stress in organization.
12. Stress relief measures: Measures like entertainments, tours, incentives, grievance addressing can be adopted to make them stress free.

CONCLUSION

As an event co-ordinator there will be always last minute issues that arise. Stress-full and unpredictable situations happen to everybody. How they are handled is all that really matters. A successful event manager should take everything in a positive way and adjust as needed. Keeping relaxed mind in those kind of situations is the only way to handle stress wisely.

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