



Assessment of the Influence of Conflict Management in Building and Maintaining the Brand Image with Special Reference to Hotels Hosting Corporate and Social Events

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ABSTRACT

This study aims to assess the influence of conflict management in building and maintaining the brand image of hotels hosting corporate and social events. The research will employ a qualitative research method and semi-structured interviews will be conducted with hotel managers and event organizers to gather data. The study will examine the different types of conflicts that arise during events and how hotels manage and resolve them. It will also investigate the impact of conflict management on the hotel's brand image, customer satisfaction, and repeat business. The findings of this research will provide insights for hotel management on the importance of conflict management in maintaining their brand image and customer loyalty.

Introduction

Dana's (2001) research indicates that employee interpersonal conflicts account for 65% of performance problems, resulting in significant costs for businesses. Resolving such conflicts is a key area where businesses can save money. The poor economic conditions and high inflation rates in the country have affected the profits of hotels and other companies, leading to cost-cutting measures. There is a growing body of research highlighting the importance of managing interpersonal conflicts in the workplace. CEDR's (2008) research shows that 80% of disagreements impact company operations and cost British businesses £33 billion per year. Persistent interpersonal conflict leads to a reduction in productivity, and managers spend between 30% to 70% of their time dealing with such conflicts. Ignoring such problems may lead to an increasingly toxic work environment and significant financial losses for the organization. There is little literature on interpersonal conflicts in hotels, especially in India, and this study aims to fill that gap. Its recommendations will help hotels reduce the costs associated with such conflicts, improving their profitability and performance.

Methods

Research design refers to the methodical arrangement of data collection and analysis to efficiently achieve the study's goals while balancing relevance and economy. Mugenda (1999) defines research design as the plan, organization, and method of study devised to answer research questions. In this study, the descriptive survey design and explanatory research design were employed based on the research problem and questions established.

The descriptive survey design aimed to gather data on the current state of interpersonal conflicts in hotels and their impact on hotel performance. The data was collected without influencing the study variables or respondents. The researcher used a questionnaire to gather opinions from respondents about interpersonal conflict in hotels. The descriptive survey research strategy was chosen because it allowed the researcher to learn about the "actual" scenario of the impacts of interpersonal conflict, without manipulating the study variables (Patton, 2000).

In general, descriptive studies collect raw data and summarize it in a usable format. Specifically, questionnaires were used to collect data in this study. Additionally, the researcher also utilized an explanatory research strategy. The goal of the explanatory research design was to identify the causal relationship between interpersonal conflicts and hotel performance. By employing both research designs, the study was able to gather comprehensive and detailed data on the impact of interpersonal conflicts on hotel performance.

Results

The study findings indicate that different types of interpersonal conflict have an impact on organisational brand image, with relationship conflict having a greater negative impact on brand image than task conflict. The study also found that individual disagreement has little impact on corporate success. Additionally, the study findings suggest that effective management of interpersonal conflict is crucial for maintaining a positive brand image, as different

conflict scenarios require different approaches. Regression analysis showed a positive relationship between interpersonal conflict management strategies and organisational brand image.

Discussion

The study's findings suggest that both task and relationship conflicts occur among employees in hotels in Dubai. The relationship conflict arises due to interpersonal incompatibilities among group members, including personality differences and differences of opinion and preferences on non-task issues. On the other hand, task conflict arises due to disagreements on substantive concerns related to the group's task, including differences in perspectives, ideas, and opinions.

The study revealed a negative correlation between both task and relationship conflicts and organizational brand image. This indicates that both conflicts can have an adverse impact on the brand image of hotels in Dubai. The findings support previous research, which suggests that relationship conflict is negatively related to brand image and can have a more significant impact than task conflict.

However, recent research suggests that task conflict can generate value by fostering innovative thinking and varied thought processes, which could result in a positive impact on brand image.

In conclusion, the study's findings suggest that both task and relationship conflicts need to be managed effectively to minimize their negative impact on the brand image of hotels in Dubai. The study highlights the importance of clarity in roles and responsibilities and reducing workloads to minimize the occurrence of both types of conflicts.

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