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Organizational Stress among Medical Representatives in India

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Abstract:

In this study an attempt has been made to study the work related stress of a medical representative. Certain factors of work related stress are studied and hypotheses developed and explained with the help of relevant test. Significant differences were found between most of the factors of work related stress and monthly income and gender. The findings of the study are presented along with conclusion.

Keywords: organizational stress, work related stress, stress among medical representatives

1. Introduction

Stress is a feeling of strain and pressure. Stress is of two types, Eustress and Distress. Eustress is a positive stress. While facing Eustress a person is able to accomplish something. Distress is a negative stress, which affect the functioning of human body in a negative manner. Distress is often the cause of diseases like Blood pressure, Depression, Ulcers etc.

In present day scenario, the modern life style has become too much stressful and many people around us are stressed. Stress is a very common disease. Stress destroys the homeostasis condition of human body and results in losses to the person feeling the stress, his family, and his peer groups and to his employers as well.

Globally companies are losing billions of dollars because of stress in their employees. Work related stress although very common in the field of literature yet it has not received the attention which it deserves. Nowadays companies are waking up to reduce the level of stress in their employees. Companies are giving training in stress management techniques, positive thinking based lecture and also some other types of training (professional training) which are useful to their employees in reducing stress and in increasing the productivity of the workforce.

The stress which arises due to work is known as work related stress or in other words organizational stress. Many factors are responsible for giving a person work related stress and many dimensions are also associated with it. The focus of this paper is organizational stress among medical representatives in pharmaceutical industry of India. Organizational stress can be due to information overload, role overload, underestimating the employee potential, confusion, inter-departmental and intradepartmental conflicts or because of hierarchical structure in a bureaucracy or because of many other factors.

The purpose of writing this paper is to study the work related stress of medical representatives. Medical representatives have a vital and multifunctional position. They are the providers of company and product information, provides knowledge about new product to the doctor. They are a source of market and competitive intelligence and a link between company and customers also they provide solutions to the customer's problems by interacting with doctors and helps in building customer relationship management.

Medical representatives have a diversified nature of job. They perform multiple functions within and outside the organization. Area Sales Managers, Divisional Sales Managers, Customers (retailers) and prospects have expectations and demand. They are bound to be stressed while performing these duties, so it is very essential to study the level of stress effecting the functioning of medical representative, thus this paper explores work related stress of medical representatives

2. The Pharmaceutical Industry of India

The beginning of pharmaceutical industry of India can be traced to the colonial era. However, production at that time was stagnant, but things improved very soon. Indigenous production picked up soon after gaining independence. The pharmaceutical industry is worth more than 10 billion dollars and is ranked 4th in terms of volume and 13th in terms of value. The industry is currently expanding at an annual rate of 9% per annum or CAGR of 16 % per annum.

The Indian pharmaceutical industry manufactures every kind of drugs, drug intermediaries, complex cardiac compound, essential vitamins, orals and injectable. There are approximately 250 large scale units and 8000 small scale units are functioning. Most of the large scale units are there in province of Gujrat and Maharashtra. Significant number of small scale sector is present in Gujrat and Maharashtra along with hilly and mountainous region. The government of India has announced tax benefits to small scale sector for locating in hilly and mountainous region.

Outside U.S.A. India has got largest number of U.S. F.D.A. approved plants. Many Indian companies are getting plant approval from international regulatory agencies like M.C.A. U.K. and T.G.A. Australia. A key feature of Indian pharmaceutical industry is low cost and high quality. Exports constitute nearly 48% of the industry's turnover and have been growing at an annual rate of 22% annually

since 1994. The Indian government has pursued a very favorable policy towards the pharmaceutical industry. Contract manufacturing has been made lucrative and India has allowed testing of drugs under a new policy initiative. Contract manufacturing is one such field that has the potential of attracting a lot of investment. With the introduction of product patent regimes now patents are granted to patent holders but still the record of foreign direct investment in producing patented drugs is low. Another major weakness of Indian pharmaceutical industry is low R&D expenditure. The level of investment in R&D is very low at 4% per annum of sales it is below the average of 12% to 16% of sales on R&D

2.1. Objectives

- i. To study the various factors that give stress to a medical representative while working in an organization
- ii. To study the variations of stress giving factors on the basis of gender and monthly income.
- iii. To suggest mitigation strategies of stress within an organization.

2.2. Literature Review

Scott, Podasakoff and Ahearne (1999) found out that performance and job attitudes mediates the relationship between role perception and turnover. Within role performance serve as an antecedent of job satisfaction. The sample for this study was composed of 672 sales agents.

Singh (1993) found out that multifaceted role ambiguity helps uncover functional facets of role ambiguity that facilitate coping with ambiguous facets and unravel the sensitivity of role ambiguity facets to different organizational determinants.

Ronald, Ralph and Joachimsthaler (1987) found out that awareness of the nature and influence of role stress in buying context can be of value to marketing professionals, especially sales representative and marketing and product managers.

Nygaard. and Dahlstrom (2002) found out that a linear relationship exists between role conflict and bargaining efforts, yet evidence exist of nonlinear influence of role ambiguity on contributions to sales, customer satisfaction and competence.

Shah (2003) found out that most of the employees in banking sector experiences medium to high level of stress at work. Role stagnation, Inadequacy of role authority and role erosion are comparatively high rated dimension of job stress.

Boles, Mark and Joseph (jr) (1997) found out that role conflict is significantly related to emotional exhaustion.

James, John and Johnson (2003) found out in a study of 129 business to business salespeople. The relationship of work related stress and work family conflict were different for various facets of job satisfaction. Further there were significant differences among these relationships between male and female salespeople.

Theresa, Dolstrom and Stevens (1999) found out that role conflict and role ambiguity constrains customer oriented selling performance. This study should be generalized with caution to all salespeople

James, Richard and Lawrence (1997) found out that a salesperson with internal locus of control will be better able to cope with work stressor.

2.3. Hypotheses

Based on above discussions the following hypotheses can be proposed.

- 1. Hypothesis H01: There is no significant difference between the roles of a medical representative interferes with the family life and male and female.

Interference of the role of a medical representative with his family life	Gender	Mean value	Std. deviation	T value	Significant
	Male	2.60	.4907	5.592	0.001
	female	2.01	.8054		

Table 1

The above table shows the result of independent sample t test used to ascertain differences if exist between male and female and interference of the role of a medical representative with his family life. It is shown that male score more than female however the value in both the cases is less than 3 which indicates disagreement. Further the result of t test shows that the value of significance is .001 which is less than .005, Therefore There exist significant relationship between the role of a medical representative interferes with the family life and male and female.

- 2. Hypothesis H02: There is no significant difference between the roles of a medical representative interferes with the family life and monthly income of a medical representative.

Interference of the role of a medical representative with his family life	experience	Mean value	Std. deviation	F value	Significant value
	0-10000	2.38	.69195	9.849	.000
	10000-20000				
	20000-30000				

Table 2

The above table shows the result of ANOVA TEST used to ascertain differences, if exist between the role of a medical representative interferes with the family life and monthly income of a medical representative. The mean value in this case is less than 3, which indicates disagreement. Further the result of ANOVA shows the value of significance is .000 which is less than .005. Therefore, the exist significant relationship between the role of a medical representative interferes with the family life and monthly income of a medical representative.

- Hypotheses H03: There is no significant difference between a Medical representative is not learning enough in his present responsibilities and male and female.

A medical representative is not learning enough in his present responsibilities	Gender	Mean value	Std. deviation	T value	Significant
	Male	2.79	.407	12.23	.51
	female	2.65	.906		

Table 3

The above table shows the result of independent sample t test used to ascertain differences if exist between a Medical representative is not learning enough in his present responsibilities and male and female. It is shown that male scores more than females however the value in this case is less than 3, which indicates disagreement. further the result of t test shows that value of significance is .000 which is less than .05, Therefore There exist significant relationship between a Medical representative is not learning enough in his present responsibilities and male and female.

- Hypothesis H04: There is no significant difference between a Medical representative is not learning enough in his present responsibilities and monthly income of a medical representative

A medical representative is not learning enough in his present responsibilities	experience	Mean value	Std. deviation	F value	Significant value
	0-10000	2.74	.669	24.269	.000
	10000-20000				
	20000-30000				

Table 4

The above table shows the result of ANOVA test used to ascertain differences between Medical representatives is not learning enough in his present responsibilities and monthly income of a medical representative. The mean value in this case is 2.74 which is less than 3 it indicates disagreement. Further the value of significance is .000 which is less than .05 Therefore significant differences exist between Medical representatives is not learning enough in his present responsibilities and monthly income of a medical representative.

- Hypothesis H05: There is no significant difference between a medical representative is not able to satisfy the conflicting demands of people above him and male and female.

A medical representative is not able to satisfy the conflicting demands of people above him	Gender	Mean value	Std. deviation	T value	Significant
	Male	2.79	.749	1.066	.000
	female	2.98	1.420		

Table 5

The above table shows the result of independent sample t test used to ascertain differences if exist between a medical representative is not able to satisfy the conflicting demands of people above him and male and female.it is shown that female score more than male however the value in both the cases is less than 3 which indicates disagreement. further the result of t test shows that the value of significance is .000 which is less than.05 Therefore There exist significant relationship between a medical representative is not able to satisfy the conflicting demands of people above him and male and female.

- Hypothesis H06: There is no significant difference between medical representatives is not able to satisfy the conflicting demands of people above him and monthly income of a medical representative.

A medical representative is not able to satisfy the conflicting demands of people above him	experience	Mean value	Std. deviation	F value	Significant value
	0-10000	2.867	1.057	43.834	.000
	10000-20000				
	20000-30000				

Table 6

The above table shows the result of ANOVA TEST used to ascertain differences if exist between medical representative is not able to satisfy the conflicting demands of people above him and monthly income of a medical representative. The mean value in this case is 2.867 which is less than 3 it indicates disagreement. Further the value of significance is equal to .000 which is less than .005, Therefore there exist significant relationship between medical representatives is not able to satisfy the conflicting demands of people above him and monthly income of a medical representative.

7. Hypothesis H07: There is no significant relationship between a medical representative lacking adequate knowledge to handle the responsibilities of his role and male and female.

A medical representative is lacking adequate knowledge to handle the responsibilities of his role and male and female.	Gender	Mean value	Std. deviation	T value	Significant
	Male	3.80	.986	4.179	
	female	2.98	1.420		

Table 7

The above table shows the result of independent sample t test used to ascertain differences if exist between a medical representative lacking adequate knowledge to handle the responsibilities of his role and male and female. It is shown that male score more than female at 3.8 this indicates agreement. Further the result of t test shows that the value of significance is .000 which is less than .005. Therefore, there exist significant relationship between a medical representative lacking adequate knowledge to handle the responsibilities of his role and male and female.

8. Hypothesis H08: There is no significant relationship between a medical representative lacking adequate knowledge to handle the responsibilities of his role and monthly income of a medical representative.

A medical representative lacking adequate knowledge to handle the responsibilities of his role.	experience	Mean value	Std. deviation	F value	Significant value
	0-10000	3.48	1.23	2.3108	.793
	10000-20000				
	20000-30000				

Table 8

The above table shows the result of ANOVA TEST used to ascertain differences if exist between medical representatives lacking adequate knowledge to handle the responsibilities of his role and monthly income of a medical representative. It is shown that the value in this case is 3.48 which indicates agreement. Further the value of significance is .000 which is less than .005. Therefore; there exist significant relationship between representatives lacking adequate knowledge to handle the responsibilities of his role and monthly income of a medical representative.

9. Hypotheses H09: There is no significant difference between many functions that should have been the part of a medical representative's role has been given to some other role and male and female.

many functions that should have been the part of a medical representative role has been given to some other role	Gender	Mean value	Std. deviation	T value	Significant
	Male	2.59	.799	12.329	
	female	2.32	.473		

Table 9

The above table shows the result of independent sample t test used to ascertain differences if exist between many functions that should have been the part of a medical representative role has been given to some other role and male and female. It is shown that male score more than female however the value in both the cases is less than 3, which indicates disagreement. Further the result of t test shows that value of significance is .021 which is less than .05, Therefore there exist significant relationship between many functions that should have been the part of a medical representative role has been given to some other role and male and female.

10. Hypotheses H010: There is no significant difference between many functions that should have been the part of a medical representative role has been given to some other role and monthly income of medical representatives.

Many functions that should have been the part of a medical representative role has been given to some other role	experience	Mean value	Std. deviation	F value	Significant value
	0-10000	2.493	.702	34.273	.000
	10000-20000				
	20000-30000				

Table 10

The above table shows the result of ANOVA TEST used to ascertain differences if exist between many functions that should have been the part of a medical representative role has been given to some other role and monthly income of medical representatives. It is shown that the mean value in this case is 2.49 which is less than 3, it indicates disagreement. Further the value of significance is .000 which is less than .05. Therefore, there exist significant relationship between many functions that should have been the part of a medical representative role has been given to some other role and monthly income of medical representatives.

11. HypothesesH011: There is no significant difference between organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative and male and female.

organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative	Gender	Mean value	Std. deviation	T value	Significant
	Male	2.59	.493	9.23	.0000
	female	2.00	.000		

Table 11

The above table shows the result of independent sample t test used to ascertain differences if exist between organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative and male and female. It is shown that male score more than female however the value in both the cases is less than 3, which indicates disagreement. Further the value of significance is .000 which is less than .05. Therefore, there exist significant relationship between organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative and male and female.

12. Hypothesis H012: There is no significant difference between organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative and monthly income of a medical representative.

organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative	experience	Mean value	Std. deviation	F value	Significant value
	0-10000	2.366	.488	9.582	.0000
	10000-20000				
	20000-30000				

Table 12

The above table shows the result of ANOVA TEST used to ascertain differences if exist between organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative and monthly income of a medical representative. It is shown that the mean value in this case is 2.366 which is less than 3; it indicates disagreement. Further the result of t test shown the value of significance is .000 which is less than .05. Therefore, there exist significant relationship between organizational responsibilities of a medical representative interferes with extra organizational role of a medical representative and monthly income of a medical representative.

13. Hypothesis H013: There is no significant difference between the amount of work a medical representative does interferes with its quality and male and female

the amount of work a medical representative does interferes with its quality	Gender	Mean value	Std. deviation	T value	Significant
	Male	2.41	.8044	24.583	.000
	female	5	.000		

Table 13

The above table shows the result of independent sample t test used to ascertain differences if exist between the amount of work a medical representative does interferes with its quality and male and female. it is shown that female score more than male at 5 .it indicates agreement. further the result of t test shows the value of significance as .000 which is less than .05. therefore, there exist significant relationship between the amount of work a medical representative does interferes with its quality and male and female.

14. HypothesisH014: There is no significant difference between the amounts of work a medical representative does interferes with its quality and monthly income of a medical representative.

the amount of work a medical representative does interferes with its quality	experience	Mean value	Std. deviation	F value	Significant value
	0-10000	3.41	1.41	4.50	.012
	10000-20000				
	20000-30000				

Table 14

The above table shows the result of ANOVA TEST used to ascertain differences if exist between the amount of work a medical representative does interferes with its quality and monthly income of a medical representative. it is shown that the mean value in this case is 3.41 which indicates disagreement. further the value of significance is .012 which is less than .05. therefore, there exist significant relationship between the amount of work a medical representative does interferes with its quality and monthly income of a medical representative.

3. Conclusions

There exist significant differences between the role of a medical representative interferes with family life of a medical representative and male and female and monthly income. There exist significant differences between medical representative is not learning enough in his present responsibilities and income of a medical representative. There exists significant difference between a medical representative is not able to satisfy the conflicting demands of people above him and male and female and monthly income. There exists significant difference between a medical representative lacking adequate knowledge to handle the responsibilities of his role and male and female. Significant differences exist between many functions that should have been the part of the role of a medical representative has been given to some other role and male and female and monthly income. Further there exist significant differences between organizational responsibilities of a M.R. Interferes with extra organizational role of a medical representative and male and female and monthly income. Significant differences exist between the amount of work a M.R. does interferes with its quality and between gender and monthly income

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