

A STUDY ON STRESS MANAGEMENT AMONG EMPLOYEES IN AISHWERIYA RUBBER PRODUCTS AT COIMBATORE

M.Vidhya¹ & S.Shiny²

¹Principal and Director, KV Institute of Management and Information, Studies, Coimbatore, Tamil Nadu, India

²Assistant Professor, KV Institute of Management and Information Studies, Coimbatore, Tamil Nadu, India

Received: 26 Feb 2018

Accepted: 06 Mar 2018

Published: 10 Mar 2018

ABSTRACT

Stress can be defined as the physiological and psychological reaction which occurs as a consequence of perception of an imbalance between the level of demand placed upon individuals and their capabilities to meet those demands. Stress relates to the causes and consequences of less than optimum performance, which is attributable to motivation. Such level of motivation by its nature or its intensity is inappropriate to the work being performed and personality and abilities of the individual concerned. Stress is basically the impact of one object on another. Industrialization increase in the scale of operations in the society is causing increasing stress. Stress is a person's adaptive response to a stimulus that places excessive psychological or physical demand on the person. It can be caused by many factors.

KEYWORDS: *Organizational Stress, Stressed and Unproductive Behavior, Organization, Policies, Consequences of Stress*