A Study on Impact of Group Dynamics on Organisational Productivity

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Abstract:
The study investigates the impact of group dynamic on organization productivity, although team work is very crucial for achieving the goals and objectives of the organization it has been neglected which results in poor productivity of the organization. Misunderstanding among team member, poor or ineffective communication and lack of cooperation among some team members are some of the constrains which reduces the impact of teamwork and group dynamics. Effective group dynamics is essential for success of any business. Therefore, this research paper seeks to examine the impact of group dynamics on organization productivity. This research study analyzes the impact of group dynamics on organizational productivity on the employees of a private organisation. The study was guided by the following objectives: To identify the relationship between teamwork and productivity, examine reasons for communication breakdown in teams, analyze the level of co-ordination, to understand the ways of conflict resolution. A self-structured questionnaire was used in the data collection. The research study used correlation techniques in order to analyze the relationship between two variables that was group dynamics and Organization Productivity. There was clear evidence that group dynamics is positively related with organization productivity. The result of the study shows that there was a significant positive impact of group dynamics on organizational productivity.

Key words: Group dynamics, organization productivity, communication, coordination, conflict resolution.

I. INTRODUCTION

The word dynamics means ‘force’. Group dynamics means the study of forces within a group. A group is a collection of people who interact with one another, accept duties and rights and acts towards achievement of a common goal. Group dynamics is a social process by which people interact in small groups they share a common objective or a goal and they collectively work towards achievement of the goal. In today’s era group dynamics has become an integral part of organizations. Companies have evolved themselves from delegation of individual work to team work. In organizations group dynamics provides strength, builds trust, motivates people and develops creativity, communication, conflict resolution skills and help the organization to get better output. It creates bond among employees which will help them in giving their best to the organization. It also enables the employees to understand the importance of collaboration and co-operation. It helps in collective decision making and problem solving which will lead to overall productivity of the organization. Group dynamics has become a significant piece of current day organizations have advanced from custom of individual work designation to collaboration which improves the exhibition of the association by improving imagination, correspondence, critical thinking aptitudes and so forth. In association various groups perform diverse undertaking which spares time and lifts the efficiency. It impacts the general execution of the association. They underscore the significance of joint effort and co activity. Group dynamics isn’t just the base for effective administrations; however it likewise helps in improving in general outcomes in hierarchical efficiency. Poor group dynamics can unfavorably influence execution, prompting a negative result on the shared objective or venture. Numerous factors add to a decent work dynamic. Gatherings complete the vast majority of the work in an association bunch individuals are bound to take part in basic leadership and critical thinking exercises; hence, the adequacy of the association is constrained by the viability of its gathering prompting more prominent efficiency.

II. LITERATURE REVIEW

1) Sandeep Kumar Goud Domnata, Samara Chandra Hason Konagala (2014)
The paper is titled “Impact of Group Dynamics on Teams Working in Software Engineering” the authors have devoted to identify group dynamics techniques and their impact on teams in the context of industrial software development projects. The objectives of the research is to identify the existing and in an industrial context, actually used group dynamics techniques in software engineering as well as their impact and methods of its evaluation. They have also identified those challenges and corresponding mitigation strategies.

In this paper which is titled as “Impact of group dynamics on teams.” the researcher aims to study the group dynamics so as to help the organization to enhance team’s performance and to improve decision making in group. The study also shows that the group dynamics have to change the lives of people. Neglecting the therapeutic power of group dynamics greatly diminishes the ability of the worker to help members achieve their goals. Similarly, task groups, such as committees, teams, and boards of directors, are not merely collections of individuals. The synergy that is created when people come together to work in these groups transcends the collection of individual efforts.
The article is titled as “The impact of communication and group dynamics on teamwork effectiveness: The Case of Service Sector Organisation” the author makes an attempt to study the dynamics of teamwork effectiveness, communication and group dynamics across private banks, hotels and retail sector and to ascertain the relative importance of communication and group dynamics in determining teamwork effectiveness in banks, hotels and retail sector.

4) Hüseyin Gençer (2019)
In his paper which is titled as “Group Dynamics and Behaviour” he provides general information about the groups and group dynamics he also outlines the intergroup dynamics, causes of intergroup conflicts, benefits of groups to organization. The study was concluded by proving that groups contribute positively to organization by creating collaboration, motivation among employees.

STATEMENT OF PROBLEM
The study investigates the impact of group dynamic on organization productivity. Although team work is very crucial for achieving the goals and objectives of the organization it has been neglected which results in poor productivity of the organization. Misunderstanding among team member, poor or ineffective communication and lack of cooperation among some team members are some of the constrains which reduces the impact of teamwork and group dynamics. Effective group dynamics is essential for success of any business Therefore, this research paper seeks to examine the impact of group dynamics on organizational productivity.

OBJECTIVE OF THE STUDY
- To identify the relationship between teamwork and productivity.
- To examine reasons for communication breakdown in teams.
- To analyze the level of co-ordination.
- To understand the ways of conflict resolution.

SCOPE OF THE STUDY
The scope of the study is to assess the impact of group dynamics on organizational productivity. It also enables to identify the factors which contribute or mitigate group dynamics to achieve organisation productivity.

OPERATIONAL DEFINITION
Group dynamics: Group dynamics deals with the attitudes and behavioral patterns of a group. Group dynamics concern how groups are formed, what is their structure and which processes are followed in their functioning. Thus, it is concerned with the interactions and forces operating between groups.

Productivity: It is the effective and efficient use of all resources Resources includes time, people knowledge, information, finance, equipment, space, energy, materials.

Organization: Is a social entity, such as an institution or an association that has a collective goal and is linked to an external environment.

HYPOTHESIS
H1- There is relationship between group dynamics and organizational productivity.
H0- There is no relationship between group dynamics and organizational productivity.

III. RESEARCH METHODOLOGY
Research design: Research design is descriptive and the research is limited to only 92 sample size and it will be done using questionnaire and simple random sampling.

DATA COLLECTION
Data collection is done in 2 forms that are, Primary data and secondary data.

Primary data: The primary data has been gathered by a structured questionnaire and interaction with the HR department of the company.

Secondary data: Secondary data was collected by referring articles, journals, reports of the organization websites, online data, and annual reports of the projects.

Sample Design
Sample size: 92 employees
Sample technique: Simple random sampling

DATA ANALYSIS PROCEDURE
The data was analyzed and interpreted by:
- Comparative tables
- Charts
- Statistical tools and techniques

For analyzing the data and interpreting the results SPSS (Statistical Package for Social Science) software and statistical tools and techniques will be used.

LIMITATIONS OF THE STUDY
- Excludes the demographic variables
- The survey is limited only to the organization

HYPOTHESIS
H1- There is relationship between group dynamics and organizational productivity.
H0- There is no relationship between group dynamics and organizational productivity.
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<thead>
<tr>
<th>DEPENDENT VARIABLES</th>
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<td>Role clarity</td>
<td>Organization productivity</td>
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<td>Essential skills</td>
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<td>Communication transparency</td>
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<td>Open and honest communication</td>
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<td>Communication with other department</td>
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<td>Timely feedback</td>
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<td>Change in role</td>
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<td>Conflict resolution</td>
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<td>Quick resolution</td>
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**Interpretation**

From the above analysis it was found that it had positive correlation between the dependent variables and independent variable and hence it is clear that there is impact of group dynamics on organisation productivity.

**Findings**

- It was found that there is impact of group dynamics on organizational productivity
- Majority of respondents prefers to work in groups rather than individual work
- More no of employees disagree that there is absolute clarity about their role in the team
- It was found that there is transparency in communication within the group
- Majority of employees agree that communication within team is open and honest
- Employees feel that there is effective communication with other departments in organization.
- It was found that employees are neutral about team members giving timely feedback to each other.
- Employees agreed that when there is change in role within the team it is communicated effectively.
- It was analyzed that people in group collaborate well to complete task
- There is mutual support and cooperation among the team members.
- Team members are supportive of each other and hence are able to complete their task easily.
- It was found that any conflicts within the team are resolved effectively.
- Any issues within the team is resolved quickly
- Employees work towards achieving organization goals.
- Any decision within the team is taken through voting method.
- Any issues or conflicts are addressed to team leader and he resolves the issues quickly and amicably.
- The reason for communication breakdown is mainly because of different perception of employees, lack of attention etc.
- It was found that group dynamics helps in evaluating the progress of the task.
- The task and the responsibilities are equally distributed among the employees so that not one is overburdened with the whole task.

- It was found that employees are able to learn new things from each other and improve their individual skills.

**Suggestion**

- Motivational programs can be carried out to enhance team spirit.
- Experienced employees can educate the fresher’s about the significance and advantages of teamwork.
- To break down the communication barrier team building activities can be adopted.
- The roles and responsibilities of members in team should be clearly mentioned.
- Diverse ideas from members should be encouraged.
- Team members should be committed the members has to perceive that their work will lead to individual growth and organization productivity.
- Team members have to be supportive of each other their flaws strengths and weakness has to be balanced.
- The team has to be aware of the expected performance from them to the organization.
- All the communication should be open and clear meetings can be arranged emails can be sent etc.
- Acknowledge individual contribution of the employee.
- Good leadership will help in enhancing teams performance
- Team members should be accountable not only for their individual work but for the work of the whole team.
- Honest, constructive, kind and regular feedbacks should be given to employees.
- It has to be ensured that the employees display their competencies and skills to achieve the goal.

**III. CONCLUSION**

The study investigated the impact of group dynamics on organizational productivity. The main objectives of the study included to identify the relationship between teamwork and productivity. To examine reasons for communication breakdown in teams. To analyze the level of co-ordination. To understand the ways of conflict resolution. The study was basically conducted through a questionnaire. The data was then analyzed and interpreted using statistical tools like frequency, mean, correlation and graphical charts with the help of organization and feedback from employees impact and importance of group dynamics was clearly understood. Based on the results of
correlation it was found that there is a positive correlation between the variables hence it is proved that there is impact of group dynamics on organizational productivity.

IV. REFERENCE


