

A STUDY OF THE RELATIONSHIP BETWEEN CONFLICT
MANAGEMENT STYLE AND THE NON-ACADEMIC STAFFS' JOB
PERFORMANCE IN UiTM JENGA, PAHANG

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CHAPTER 1

INTRODUCTION

This chapter covered several parts. The first part is background of the study. It represented the overview of the study. The second part is problem statement which explained why the researcher needs to carry out this study. The next part is the objective and the research's question. Along the way is the significance of the study. In this part, the research pointed out the reasons why this study must be conducted and the benefits that it offered to the reader. The last part of this chapter is limitation of the study which referred to the scope of the study.

Background of the Study

Conflict is defined as a demonstrated struggle between at least two parties who own different goals, lack of resources, and interference from other party in reaching their goals Hocker and Wilmot, 1991 in (Croucher, Holody, Hicks, Oommen, and DeMaris, 2010). Apart from that, conflict also can be explained as the general behavior orientation person takes towards conflict (Folger, J., Poole, M. and Stutman, R, 1993 in Croucher, Holody, Hicks, Oommen and DeMaris, 2010).

Conflict styles demonstrated the choices people make when dealing with conflict. People can stressed their own needs, outfit to the needs of others, or attempt to do both. These styles represented the consistent decision of whose needs people stress across different sorts of conflict situation (Putnam and Wilson, 1982; Ting-Toomey and Oetzel, 2001 in Croucher, Holody, Hicks, Oommen and DeMaris, 2010).