

# **Relationship between Leadership Styles on Conflict Management in Insurance Companies in Batticaloa District**

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## **Abstract**

Purpose – Insurance sector’s leaders deal with conflicts every day and it is associated with managerial effectiveness. The ability to creatively manage conflict situations towards constructive outcomes is becoming a standard requirement. This study assessed the “Relationship between Leadership Styles and Conflict Management in insurance companies” which is one of the most competitive sector in Manmunai North D.S Division in Batticaloa District. Design/methodology/approach – Conceptual framework has been developed to measure linkage between leadership styles and conflict management. Questionnaires were used to collect data for this study. 203 staff of insurance companies in Manmunai North D.S Division in Batticaloa District have been selected for this study. Simple random sampling technique was used to collect the samples. Data were analyzed and evaluated by univariate and bivariate techniques. Findings – The study found that leadership styles are at high level in insurance companies. Particularly, transformational leadership shows high level in Leadership styles. on other hand, conflict management is at high level in Insurance companies. Particularly, collaboration highly contributed in conflict management. Overall finding states that leadership styles have strong positive relationship with conflict management in insurance companies. Practical implications – Insurance companies face several conflict situations due to its nature of the business and this study reveals that transactional leadership styles and collaborative styles to be a better option for leaders to adopt in managing conflict situations. Social implications – This study is helpful to select a particular leadership style to generate favorable outcomes to organizations and to the country. Originality/value – The paper contributes to improve the understanding of leadership styles and knowledge of conflict management in targeted insurance companies.

**Keywords** Leadership Styles, Conflict Management

