

Course: BBA Part III

Paper: XIII

Topic: Levels of Conflict

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Levels of Conflict

The “levels of conflict” are four types of disagreement that affect an individual or group of individuals. Each level comes with its own unique challenges and solutions. The four levels of conflict are:

1. Intrapersonal
2. Interpersonal
3. Intragroup
4. Intergroup

1. Intrapersonal

This level refers to an internal dispute and involves only one individual. This conflict arises out of your own thoughts, emotions, ideas, values and predispositions. It can occur when you are struggling between what you “want to do” and what you “should do.”

Example: Reyna is hiring a new member for her sales team. She interviews several candidates and feels strongly that three would make excellent sales representatives, but she can't decide which one to hire. She delays hiring for a month as she considers the hiring decision.

2. Interpersonal

This conflict occurs between two or more people in a larger organization. It can result from different personalities or differing perspectives on how to accomplish goals. Interpersonal conflict may even occur without one party realizing there was ever conflict.

Example: Tanya has been a digital marketer in her company for four years and always anticipated that she would take the place of the director of marketing when he retired. However, when it was time to fill the role, the company hired another employee who had only been with the company for one year. Tanya was upset with both her former supervisor and her new supervisor, although she never communicated her feelings with either of them.

3. Intragroup

This level of conflict occurs between members of a single group when there are multiple people with varying opinions, backgrounds and experiences working toward a common goal. Even though they may all want to achieve the same goal, they may disagree about how to reach it. Intragroup conflict can also occur when team members have differences in communication styles and personalities.

Example: A company is about to launch a new product, and Josh and Ashley believe that the best marketing strategy is a direct mail campaign to a targeted audience. Beth and Tom believe

that social media ads are a better approach. Adam believes that an influencer campaign would have the strongest impact. Because of the disagreement, no campaign strategy is created and the launch date is only two weeks away. Tension is high, and the delays impact other departments.

4. Intergroup

This level of conflict occurs between different groups within a larger organization or those who do not have the same overarching goals.

Example: The marketing team at an e-commerce company is promoting an all-new initiative that should help increase the average order value of every order by 15%. They create a timeline and notify customers of the launch date. However, the web developers in charge of creating and implementing the new functionality on the website are behind on schedule, despite their best efforts. The web developers are frustrated because about unrealistic deadlines and the marketing department is frustrated about delaying the launch.