# CONFLICT RESOLUTION STRATEGIES AND SUSTAINABLE EMPLOYEES' MORALE: A STUDY OF BEVERAGE COMPANIES, AGBARA INDUSTRIAL ESTATE, OGUN STATE, NIGERIA

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#### **ABSTRACT**

This study investigated the impact of Conflict Resolution Strategies on Sustainable Employees' Morale in Beverage Companies in Agbara Industrial Estate, Ogun State, Nigeria. The objective of the study was to examine the impact of alternative conflict resolution strategies (competition, collaboration, accommodation, compromising strategies) on Sustainable Employees' Morale in selected Beverages Companies. Four beverage companies were selected and a descriptive survey research design was used to establish the association between conflict resolution strategies and sustainable employees' morale. Population for the study was 2,830 which comprised Managers, Senior Staff and Junior Staff of the four selected beverage companies in Agbara Industrial Estate, Ogun State, Nigeria. A sample size of 350 respondents was selected through Taro Yamane sample size determination formula. Primary data was employed in collecting information from respondents through a well-structured questionnaire. Results of the study revealed that conflict resolution strategies had a significant impact on sustainable employees' morale in the Beverage Companies. Collaborating and competing strategies were found to have a positive relationship with employee morale, while accommodating strategy was found to have a negative relationship with employees' morale. Compromising strategy was found not to be associated with significant differences in employees' morale levels. The study therefore, recommends that companies should focus on implementing collaborating and competing strategies to improve employees' morale in order to ensure a more productive and positive work environment.

**Keywords:** Accommodation, Employees morale, Collaboration, Competition, Compromising

### 1. INTRODUCTION

In almost every area of human life, you may find evidence of conflict, a social process or notion with many facets. Thomas's (2020) model suggests that conflict arises when one group's values are at odds with those of another. The world has become a global village due to industralisation and continuous development in information and communication technology as well and growth and expansion of businesses. The complex nature of the business world has made it possible for people with different identities including ethnicity, country, religion, philosophy, culture, values and educational varies to come together as colleagues in an organisation, thereby making conflict inevitable. Most organisations and firms face conflict on a daily basis, which Manufacturing firms in Nigeria, specifically in Ogun State is not an exception, being an integral component of business, human nature, and the global economy (Ahmed & Ahmed, 2017). This has necessitated the need for deliberate and strategic effort to be made at examining the various conflict resolution strategies, which is aimed at the sustainability of enhanced employees' morale. Yet, unless they threaten or otherwise hinder progress towards the organisation's stated goals and objectives, not all such differences need to escalate into conflict (Akanji, Mordi. Ajonbadi & Mojeed-sanni, 2018).

Employees' morale and satisfaction can be negatively impacted by conflicts that arise between individuals, groups, and organisations for a variety of reasons, including but not limited to:





incompatible goals, dissimilar values and beliefs, ambiguity and role conflict, lack of communications, unclear rules, authority/power tussle, uneven evaluation and reward system, job stress, task ambiguity, etc. It has been shown that (Cai *et al.*, 2017). Many human resource actions, such as postings, transfers, promotions, bonuses, incentives, increments, work conditions/designs, and associated perks and privileges, may lead to inequalities among an organisation's employees. It is also possible for conflict to arise as a result of a person's innate characteristics, such as greed, covetousness, selfishness, dissatisfaction, jealousy, arrogance, rudeness, impunity, etc. hence this study aims at examining effective resolution strategies and its impact on sustainable employees' morale.

According to the research of Bolman (2017); Chandolia and Anostasio (2020), conflicts develop when people feel their authority, responsibilities, and sense of self are threatened. They define power as the ability to accomplish one's goals regardless of one's level of expertise, knowledge, connections, resources, time, location, personnel, financial discretion, or reliance on others. Power may be a unifying force for good in a group setting, but mishandled, it can lead to strife instead. Organizational demands, on the other hand, represent what others anticipate from an employee in terms of how they carry out their duties.

Conflict arises when people's hopes and dreams collide with reality and they are left feeling disappointed, angry, or deceived. One's sense of self-worth is synonymous with one's sense of self-esteem or value. Every employee craves recognition for their contributions to the company. When employees' fundamental requirements are not met, they may experience a decline in their sense of self-worth, hence organisations should provide favourable working conditions of learning so that employees can display their skills while gaining new knowledge (Onifade, Tongo & Adetayo, 2022) to enable them meaningfully contribute to their organisation. By so doing, organisations (manufacturing enterprises included) would achieve its overarching goals because its workforce would be fully engaged and conflict would be effectively minimised, as workplace conflict may pose a serious threat to the emotional and psychological well-being of employees (Dyer, 2021).

#### **Statement of Research Problem**

Effective management of conflict can bring catalyst for change and also leads to positive impact on employees' morale and performance of the organisation. Manufacturing company such as Daraju Nigeria Plc, Coco—cola and Nysil Nigeria Limited have experienced various types of conflict (internal and external) and traditional methods of conflict resolution strategy were adopted to resolve the conflict. Traditional methods of conflict resolution strategy yield less results compare with modern methods. These conflicts had effects on the staff morale of these companies resulting in absenteeism, employee turnover, low productivity, lack of commitment, industrial action like strike, boycott etc.

The following methods were adopted to resolve conflict in these companies; negotiation, mediation, arbitration, adjudication and reconciliation. These methods are characterized as traditional methods of conflict resolution used to reduce litigation. Some studies have been done on various aspect of conflict resolution strategy, for instance conflict management and leadership skills using traditional methods such as mediation, arbitration, reconciliation and negotiation; and the role of religious leaders in conflict resolution in Nigeria using accommodation and collaboration (Kwaja, 2009). It is the major responsibility of management team of an organization to develop effective conflict resolution strategy to boost staff morale which in turn leads to attainment of organisation goals and objectives. Most past studies views were done using traditional methods of conflict resolution strategy, and the extent to which conflict resolution strategies affected sustainable employees' moral specifically in Agbara Industrial Estate has not been explored to the best of the researcher's knowledge. Therefore,





the purpose of this study was to examine conflict resolution strategies and its impact on sustainable employees' morale using modern methods such as competition, collaboration, accommodation and compromising strategy in Beverage companies in Agbara Industrial Estate, Ogun State, Nigeria.

### **Research Objectives**

Therefore, the broad objective of this study was to investigate conflict resolution strategy on workers' morale in Beverage companies in Agbara industrial Estate of Ogun State and the specific objectives were to:

- i. examine the impact of collaboration strategy on sustainable employees' morale in Beverage companies;
- ii. identify the influence of competition strategy on sustainable employees' morale in Beverage companies;
- iii. determine the impact of accommodation strategy on sustainable employees' morale in Beverage companies; and
- iv. determine the impact of compromising strategy on sustainable employees' morale in Beverage companies.

#### 2. LITERATURE REVIEW

### **Conceptual Clarification**

Workplace conflicts may be defined as a situation when real ideologies, resources, ideas, and so on are at odds with one another, leading to misunderstandings or disagreements. In the absence of early detection and intervention, workplace problems can spread across a company. Hence, Ruhio and Ricardo (2017) have emphasised the need to keep an eye out for the signs that might foreshadow a conflict. When not addressed promptly, conflict may become the driving force behind a whole company. Companies whose top priority is getting things done are more likely to have disagreements, particularly if they pay less attention to things like employee satisfaction and teamwork. McKibben (2017) argues that dictatorship, animosity, contempt, poor morale, conflicting aims, and so forth are all hallmarks of war.

According to Sauermann and Cohen (2018), stakeholders in a conflict should approach negotiations with an analytical attitude. The term "conflict resolution" refers to the procedures and strategies that help bring about an amicable resolution to a disagreement. Members of committed parties work to resolve group conflicts through collective negotiations and the active communication of information about members' competing ideologies (e.g., intentions, justifications for beliefs). In most cases, the method a conflict is resolved follows the same pattern as the dimensions of the conflict. Cognitive resolution is the way disputants perceive and see the conflict, using beliefs, perspectives, understandings and attitudes. Conflicts can be resolved emotionally when the parties involved are able to talk about how they feel about the situation. Behavioral resolution is reflective of how the disputants act, their behaviour. Compromise, accommodation, collaboration, competition, negotiation, mediation, mediationarbitration, diplomacy, and inventive peace-building are just some of the methods for dealing with conflict. When arbitration and litigation are centrally engaged, the terms conflict resolution and dispute resolution are often used interchangeably. Conflict resolution may be understood to include parties to a conflict using non-violent forms of resistance in an effort to hasten a peaceful resolution.

### **Conflict Resolution Strategies**

The culture of an organisation is a major factor in determining its norms and practices. Organisational success is tied to the kind of setting in which its members may flourish (McKibben, 2017). These days, businesses use cutting-edge methods like competition, collaboration, accommodation, and compromise to settle workplace disputes.

### i. Competing strategy

One side of the argument has pushed for its own interests at the expense of the others. It uses hostile language and shows little consideration for the future of the partnership. The dominating party in a competitive type situation will try to advance their own agenda at the cost of others around them. The competitive person is high on authority and emphasises his or her position, often making a hasty choice with little room for compromise. While this approach often yields positive results quickly, it seldom takes into account the needs or perspectives of those involved. When time-sensitive decisions must be made, when threats to safety are present, when authority must be contested, or when radical change is required, it may be essential to switch to an alternative strategy. As the target of the strategy likely already knows that taking their counsel won't go down well, he or she may be dissuaded from being loyal or forthcoming with useful information. Strategies that compete with one another include hegemony by power or authority, disregarding efforts at persuasion, and majority rule. It is typical for people to use contrasting strategies based on opposing forms of authority.

### ii. Collaborating Strategy

In a collaborative strategy, the parties involved in a conflict work together to find a mutually beneficial resolution to the issue at hand. It may also be a method of settling disagreements peacefully within a group. With the collaborating conflict strategy, the parties involved work together to find a mutually agreeable resolution. That's when everyone has a chance to speak their mind in an open and frank conversation about the topics at hand. It also entails listening attentively, discussing alternate ideas and fostering a nonthreatening climate so everyone feels comfortable bringing out their issues in the open. When establishing connections is prioritised, and an atmosphere of cooperation is sought after, a collaborative approach may be implemented. When people are treated with dignity and respect, it boosts morale and efficiency. It fosters a culture of responsibility and accountability. Time investment is an issue with collaborative approaches.

### iii. Accommodating Strategy

Accomodation strategy is the ability to accept or appease the other party voluntarily during a conflict in order to maintain the connection and gain goodwill. According to Ngambi (2019), an accommodating stance is used when one side prioritises keeping peace above winning an argument. Obliging in order to decrease tension or being empathetic also helps to prevent conflict. Parties in a disagreement often aim for a mutually acceptable compromise. According to Ngambi (2019), the parties involved in the conflict were frank with one another about the problems they were having. Conflicting parties sometimes reach an agreement that works well for everyone involved. When the parties with competing interests work together, everyone can benefit. According to Overton and Lowry (2018), when workers feel more invested in their roles, they are more likely to get along with their coworkers and supervisors. Using the accommodating strategy expedites conflict resolution and preserves working relationships between the parties. The team and the organisation as a whole can return to a state of calm and cooperation. One of the disadvantages of accommodating strategy is that it creates power imbalance that can leads to resentment and anger. Complex problems are beyond the scope of this method.





#### iv. Compromising Strategy

In this scenario, both sides are looking for a compromise that would make them happy, but neither one is willing to fully give in. The disputant is prompted to make some tough personal choices. That is, by compromising, all needs can be met. The goal of a compromising strategy is to end a conflict via negotiation in which both sides give up some of their rights in exchange for a more favourable resolution. Paul (2019) believes that when disputing parties find sufficient reasoning or re-evaluate their judgements, they will agree to compromise in order to maintain equilibrium. This method of conflict resolution can help preserve relationships and save time, but it can also lead to one or both parties asking for too much or demanding too little.

### **Importance of Conflict Resolution**

Practically speaking, an organisation can benefit from a well-managed conflict resolution procedure. Because conflict is inevitable, it must be effectively controlled. Pelled, Eisenhardt, & Xin (2017) proposed that understanding the causes and warning signs of conflict could help us avoid such situations in the future. Conflicts in organisations require creative problem-solving. Nonetheless, Pinkley (2019) argues that open communication, shared understanding between the people involved, and identifying the root cause of the conflict are crucial to the success of any conflict resolution approach. According to McKibben (2017), the goal of conflict resolution is to address the issue at hand rather than the people involved in it. He thinks that laying blame at the feet of people is not the answer to conflict resolution since it has a negative effect on morale in the workplace. The ability to resolve conflicts is also crucial, since aggressors and aggrieved parties may choose actions that exacerbate tensions (McKibben, 2017).

### **Effective Conflict Resolution Practices in Organizations**

Workplace conflicts are a fact of life and can be exacerbated by the setting. Some ideal conflict situations include workers who work at different speeds than their supervisors, workers who expect pay versus supervisors who are focused on cost control, workers with opposing ideas or interests, etc. Thus, even if the individuals may be replaced, conflicts will persist. Therefore, businesses need both formal and informal procedures to resolve disputes. Clardy (2018) has differentiated these practises with that of employee voice in a sense that these practises are more active, clearer and in presence of both the conflicting parties. Each category comprises of several resolution practises which are regulated by human resource policies. A range of conflict resolution tactics are applied in enterprises that include quick feedback system, employee empowerment initiatives, team building activities, mentorship sessions etc.

Team building sessions are a form of conflict resolution described by Benelli and Low (2019) as an effort to improve internal communications and permeate the company culture with an atmosphere of trust and openness. Team building exercises, according to Ahmed and Ahmed (2017), facilitate less conflict by encouraging open dialogue about problems, which in turn helps members of the group better align their objectives and gain a shared understanding of their responsibilities. While majority of the research have found out that team building activities for resolving disputes have a favourable consequence, Akanji *et al.*, (2018) study produced contradicting findings. The authors argued that when workers are put in such a position, they are more likely to make concessions, which may have a negative impact on their motivation and productivity.

### **Concept of Employee Morale**

According to Grunberg et al., (2016), morale is defined as people's sense of well-being at a certain moment and place. The morale of a company's staff refers to their perspective,





happiness, and pleasure with their work. In order to raise output, promote work participation, employee engagement, retention, decrease absenteeism and turnover, and so on, a business must boost the morale of its personnel. From the standpoint of a company, employee morale has a significant effect on not just his performance but also on the performance of the organisation as a whole.

Employee contentment, outlook, and general happiness are seen as indicators of morale from the human resource viewpoint held by Sauermann and Cohen (2018). Pride, faith, and confidence in the company are other indicators of employee morale. When it's time to think about people's mental health and productivity after being immersed in a fight, morale becomes a crucial factor to consider. Employees' mental health and happiness take a hit when conflicts spark unpleasant emotions like hostility, mistrust, resentment, and even terror. According to Judge *et al.*, (2016), demoralised workers are more prone to engage into arguments with their co-workers, which take their attention away from their major responsibilities.

A worker's morale might be negatively impacted by any disruption or imbalance. For instance, when workers are afraid of losing their jobs, they tend to work harder. As a result, some workers are stifled in their ability to voice their opinions, which may have an adverse effect on morale. This claim is backed up by research (Grunberg *et al.*, 2016) that suggests it may be costly for workers to express their negative feelings under the current conditions. As a result, it is crucial to consider the morale of personnel involved in internal disagreements. Six reasons why employees' morale matter in the workplace were outlined in a recent article by Sauermann and Cohen (2018) to be boosting output; enhancing performance and inventiveness; cutting down on absences; paying closer attention; ensuring a secure working environment; and enhancing the quality of work performed. Employees that have strong morale are more likely to complete tasks on time, collaborate effectively, and come up with novel ideas, while low turnover is a direct result of high worker morale.

### **Theoretical Review**

The theoretical review for this study would be anchored on the theories of the Thomas-Kilman Model Instrument (TKI) approach and Interest Based Relation (IBR) approach which focused on two dimension of conflict resolution strategy which are assertiveness and empathy. Being able to express one's self confidently and defend one's beliefs is one definition of assertiveness. Depending on context, it may have beneficial or bad effects. It's a manner of getting one's point through, and it could come off as aggressive to others. The second component of successful dispute resolution is empathy. What this entails in a conflict scenario is trying to put one's self in the other person's shoes. According to these researchers, there are five conflict resolution strategies and these are competing, accommodating, collaborating, compromising and avoiding. The TKI theory believes that each strategy adopted depend on the problem or the issue to be resolved.

#### **Empirical Review**

Conflicts have been shown to have both beneficial and bad outcomes. The most important thing is to figure out how to strengthen the good and eliminate the bad. According to the research of Kharbanda and Stallworthy (2019), a positive work environment is one in which management actively seeks out employee input during the development of organisational goals and uses constructive methods to resolve conflicts. He thinks that when workers are given challenging goals, they respond with more dedication and productivity. Keeping workers in the dark might breed suspicion. There is a misalignment of trust since employees aren't aware of organisational plans while changes are being made. The workers may also have a feeling of job instability resulting into confrontations.





Paul (2019) advises that before making any changes, managers should weigh the benefits against the costs and put an emphasis on clear and consistent communication. Employees who have greater say over their work, or who have access to relevant information, report higher levels of job satisfaction, handle novelty and efficiency better than anything else.

Most respondents in a research by Adomi and Anie (2016) saw conflict in a good light and said that it might be encouraged by library directors. Interpersonal conflicts were also shown to be the most prevalent kind of conflict in Nigerian libraries, with the accommodation technique coming out on top as a means of avoiding them.

Ajike *et al.* (2021) conducted a study to determine the impact of conflict management on the productivity of businesses in Nigeria, namely Access Bank public limited company. A total of 81 participants were sampled for the research. Bank performance and conflict containment and resolution were analysed using SPSS's descriptive and regression capabilities. A favourable and statistically significant correlation between conflict management practises like mediation and arbitration and business success was discovered. They suggested that the bank's leadership develop a variety of effective tactics for addressing issues as they arise and preventing them from escalating.

### **Conceptual Framework**

### Independent Variables Dependent Variable

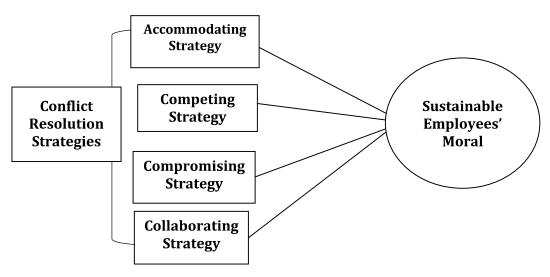


Figure 2.1 Conceptual Model

Source: Author (2023)

#### 3. METHODOLOGY

The area of study was selected food and beverages companies in Agbara Industrial Estate Ogun State, Nigeria. Four (4) food and beverage companies were used for the study. They include Nestle Nigeria Plc; Nigeria Distilleries Limited, Intercontinental Distilleries Limited and Nigeria Brewery (NB). The study adopted descriptive research design because all the variables would not be manipulated but described as they exist. The design established the association between the two variables. The research design provided the necessary information in addressing the research question and necessary information was made on Conflict resolution strategies and Employee morale.



The population of this study comprised of all the workers; Managers, Senior Staff, Junior Staff of the four selected beverage companies in Agbara Industrial Estate, Ogun State, Nigeria making a total of 2,830. Taro Yamane's (1967) method for determining sample size was used to choose a pool of 350 respondents for analysis. The validity of the research instrument was done through face and content Chronbach Alpha was used to determine the validity of the research instrument. Descriptive and inferential statistics were used to examine the data. In order to evaluate the hypothesised significance threshold of 0.05, the data collected from the distributed questionnaire was coded and analysed using a frequency distribution table of percentages, tables, and the inferential statistical tools of regression and Pearson's correlation. Statistical Package for the Social Sciences (SPSS) was used to help with the analysis (SPSS).

#### 4. RESULTS AND DISCUSSIONS

**Table 1: Cronbach Reliability Results** 

Variables	Cronbach's Alpha	N of Items	Remarks
AS	0.967	6	Excellent
CS	0.972	7	Excellent
CSS	0.927	6	Excellent
CLS	0.979	7	Excellent
EM	0.988	10	Excellent

Source: Author's Computation (2023)

Table 1 displays the results of the Cronbach's Alpha reliability test for five variables: Accommodating Strategy (AS), Competing Strategy (CS), Compromising Strategy (CMS), Collaborating Strategy (CLS), and Employee Morale (EM). According to the table, all five variables have high Cronbach's Alpha values, ranging from 0.927 to 0.988, with 0.9 and above considered as an excellent value for good reliability. This means that the items or questions within each variable are highly consistent and reliable in measuring the construct they are meant to represent. The high reliability results suggest that the scale used to measure these variables is trustworthy and can provide accurate and consistent results. These results are important for the validity and credibility of the research findings.

### **Regression Analysis**

Regression analysis was necessary because it allows for the examination of the relationship between two or more variables. The variables were measured by Accommodating Strategy (AS), Competing Strategy (CS), Compromising Strategy (CMS) and Collaborating Strategy (CLS). By conducting a regression analysis, we were able to determine the extent to which the different conflict resolution strategies affect employee morale. The model summary of the regression analysis is shown below:

Table 2: Model Summary of Regression Analysis

Model Summary							
Model	R	R	Adjusted	Std.	Chang	Change Statistics	
Model	K	Square	R Square	Error	F Change	F Change   Sig. F Change	
1	.985ª	.970	.969	.19599	2761.118	.000	.180
	a. Predictors: (Constant), CLS, AS, CMS, CS						
	b. Dependent Variable: EM						

Source: Author's Computation (2023) using SPSS 26

The Model Summary in Table 2 displays the results of a regression analysis conducted on the relationship between conflict resolution strategies (CLS, AS, CMS, CS) and employee morale (EM) in the Beverage industry. The R value of .985, a strong positive correlation, suggests that





there is a strong relationship between the independent variables and the dependent variable. This high R value indicates that the independent variables (conflict resolution strategies) are good predictors of employee morale.

The R-Square value of .970 suggests that 97% of the variance in employee morale can be explained by the conflict resolution strategies. This means that the regression model can account for 97% of the variation in employee morale based on the conflict resolution strategies. The Adjusted R Square value of .969 indicates that the regression model has a good fit, taking into account the number of independent variables used. The standard error of .19599 indicates the average deviation of the predictions from the actual values of the dependent variable. The F Change value of 2761.118 and the Sig. F Change of .000 indicate that the model as a whole is statistically significant and that adding the independent variables has improved the model's fit.

Finally, the Durbin-Watson value of 1.80 indicates that there is a little to no positive correlation between the residuals. This mean that the model free of auto-correlation problem as the residuals are not correlated with each other. In conclusion, the results of the regression analysis provide strong evidence of the relationship between conflict resolution strategies and employee morale in the Beverage industry and highlights the importance of effective conflict resolution strategies in maintaining high employee morale.

### **Analysis of Responses**

**Table 3: Responses on Accommodating Strategy** 

Accommodating Strategy Questions	Scale Measurement	Frequency	Percent	Mean
	SA	210	60.0	
Commention halos anotost man immediate	A	81	23.1	
Cooperation helps protect more important	N	31	8.9	1.6800
interests while giving up on some less important ones hence improving performance	D	17	4.9	
important ones nence improving performance	SD	11	3.1	
	Total	350	100.0	
	SA	63	18.0	
	A	190	54.3	
Cooperation increases bonding and support	N	65	18.6	2.2057
therefore helping organizational performance.	D	26	7.4	
	SD	6	1.7	
	Total	350	100.0	
	SA	248	70.9	
Agreeing to others enables reassessing the	A	84	24.0	
situation from a different angle thus	N	7	2.0	1.3800
understanding how it affects organizational	D	9	2.6	
performance	SD	2	.6	
	Total	248	70.9	
	SA	285	81.4	
	A	45	12.9	
Agreeing to others reduces conflicts thus	N	14	4.0	1.2714
improving performance	D	2	.6	
	SD	4	1.1	
	Total	350	100.0	
	SA	61	17.4	
Assertiveness helps check conflicts without	A	174	49.7	2.4143
negatively affecting performance	N	40	11.4	
	D	59	16.9	





	SD	16	4.6	
	Total	350	100.0	
Assertiveness ensures that conflicting parties	SA	243	69.4	
	A	61	17.4	
	N	12	3.4	1.5571
feel respected and heard, hence improving productivity	D	26	7.4	] 1.33/1
productivity	SD	8	2.3	
	Total	350	100.0	
Mean So	core $(X) = 1.7514$			

Source: Field Survey, 2023

From Table 3, the mean ratings for the questions (using a Likert scale of 1-strongly agree to 5-strongly disagree) on the accommodating strategy as a conflict resolution strategy in relation to employee morale can be interpreted as follows:

- i. "Cooperation helps protect more important interests while giving up on some less important ones hence improving performance" had a mean rating of 1.68, which suggests that on average, the participants agreed with this statement to a moderate extent.
- ii. "Cooperation increases bonding and support therefore helping organizational performance" had a mean rating of 2.21, which suggests that on average, the participants agreed with this statement to a moderate extent.
- iii. "Agreeing to others enables reassessing the situation from a different angle thus understanding how it affects organizational performance" had a mean rating of 1.38, which suggests that on average, the participants tended to agree with this statement.
- iv. "Agreeing to others reduces conflicts thus improving performance" had a mean rating of 1.27, which suggests that the participants tended to strongly agree with this statement.
- v. "Assertiveness helps check conflicts without negatively affecting performance" had a mean rating of 2.41, which suggests that on average, the participants agreed with this statement to a moderate extent.
- vi. "Assertiveness ensures that conflicting parties feel respected and heard, hence improving productivity" had a mean rating of 1.56, which suggests that on average, the participants tended to agree with this statement.

The overall mean rating from the responses in Table 4.8 is 1.7514. This score, in the context of employee morale indicates that on average, the participants believe that the accommodating strategy has a positive impact on employee morale. This suggests that the participants view the accommodating strategy as a way to encourage and motivate employees by accommodating their needs and interests.

**Table 4: Responses on Competing Strategy** 

Competing Strategy Questions	Scale Measurement	Frequency	Percent	Mean
	SA	174	49.7	
	A	122	34.9	
Concentration increases self-esteem when an aggression is met with firm resistance	N	43	12.3	1.7057
	D	5	1.4	
	SD	6	1.7	
	Total	350	100.0	
	SA	210	60.0	1.7600





	A	64	18.3	
Competing strategy makes an employee to	N	30	8.6	1
respect their supervisor, hence increase	D	42	12.0	
productivity.	SD	4	1.1	
	Total	350	100.0	1
	SA	32	9.1	
	A	206	58.9	
Competing strategy may not provide lasting	N	69	19.7	2.3771
solution to conflict in an organisation	D	34	9.7	
	SD	9	2.6	
	Total	350	100.0	
	SA	18	5.1	
	A	156	44.6	1
Coerciveness gives managers full control of the	N	72	20.6	2.8286
organization	D	76	21.7	]
	SD	28	8.0	1
	Total	350	100.0	]
	SA	137	39.1	
Competing strategy can motivate employee	A	149	42.6	
which will make them to put in more effort and	N	43	12.3	1.8686
have positive effects on the organizational	D	15	4.3	]
performance	SD	6	1.7	
Competing strategy can motivate employee which will make them to put in more effort and have positive effects on the organizational performance	Total	350	100.0	1
	SA	61	17.4	
	A	121	34.6	]
Reduction of tension helps ensure better	N	149	42.6	2.3657
organizational results	D	17	4.9	1
	SD	2	.6	1
	Total	350	100.0	1
	SA	136	38.9	
	A	135	38.6	]
Shared responsibility makes it possible	N	48	13.7	1.9429
organizational efficiency to be achieved	D	25	7.1	]1.9429
	SD	6	1.7	]
	Total	350	100.0	<u> </u>
Mean Score	e(X) = 2.1212			

Source: Field Survey, 2023

From Table 4, the mean ratings for the questions (using a Likert scale of 1-strongly agree to 5-strongly disagree) on the competing strategy as a conflict resolution strategy in relation to employee motivation can be interpreted as follows:

- i. "Competing strategy increases self-esteem when an aggression is met with firm resistance" had a mean rating of 1.71, which is closer to "agree" than "disagree." This suggests that on average, the participants tended to agree with this statement.
- ii. "Competing strategy helps draw respect when firm actions are used against hostility" had a mean rating of 1.76, which is closer to "agree" than "disagree." This suggests that on average, the participants tended to agree with this statement.
- iii. "Competing strategy may not provide lasting solution to conflict in an organisation" had a mean rating of 2.38, which is closer to "agree" than "disagree." This suggests that on average, the participants agreed with this statement to a moderate extent.





- iv. "Coerciveness gives managers full control of the organization" had a mean rating of 2.83, which is closer to "agree" than "disagree."This suggests that on average, the participants tended to agree with this statement.
- v. "Competing strategy can motivate employee which will make them to put in more effort and have positive effects on the organizational performance "had a mean rating of 1.87, which is closer to "agree" than "disagree." This suggests that on average, the participants tended to agree with this statement.
- vi. "Reduction of tension helps ensure better organizational results" had a mean rating of 2.37, which is closer to "agree" than "disagree." This suggests that on average, the participants tended to agree with this statement to a moderate extent.
- vii. "Shared responsibility makes it possible for organizational efficiency to be achieved" had a mean rating of 1.94, which is closer to "agree" than "disagree." This suggests that on average, the participants tended to agree with this statement.

The total mean values from the responses to the questions on the competing strategy as a conflict resolution strategy is 2.1212. In the context of employee morale, a score of 2.12 indicates that on average, the participants believe that the competing strategy has a positive impact on employee morale. This suggests that the participants view the competing strategy as a way to encourage and motivate employees by promoting a shared sense of responsibility and reducing tension.

**Table 5: Responses on Compromising Strategy** 

Compromising Strategy Questions	Scale Measurement	Frequency	Percent	Mean
	SA	276	78.9	
	A	65	18.6	
Efficiency helps in cost saving.	N	4	1.1	1.2543
Efficiency neips in cost saving.	D	4	1.1	
	SD	1	.3	
	Total	350	100.0	
	SA	137	39.1	
Compromising strategy helps an employee to focus	A	207	59.1	
on positive side of their job which in turn improve	N	2	.6	1.6457
productivity	D	1	.3	
productivity	SD	3	.9	
	Total	350	100.0	
Improved productivity helps the organisation to	SA	61	17.4	
	A	199	56.9	
	N	58	16.6	2.2600
improve the firm's profitability.	D	2	.6	
	SD	30	8.6	
	Total	350	100.0	
	SA	136	38.9	
	A	165	47.1	
Compromising strategy enhances business growth.	N	43	12.3	1.7686
Compromising strategy emiances business growth.	D	6	1.7	
	SD	350	100.0	
	Total	136	38.9	
	SA	46	13.1	
	Α	67	19.1	
Compromising strategy enables effective	N	114		2.9057
management of workplace conflicts.	D	120	34.3	2.9057
	SD	3	.9	
	Total	350	100.0	
Effectiveness helps improve employee productivity.	SA	51	14.6	3.1457





	A	65	18.6	
	N	48	13.7	
	D	154	44.0	
	SD	32	9.1	
	Total	350	100.0	
Maan Score	x(X) = 2.1633			

Source: Field Survey, 2023

From Table 5, the mean ratings for the questions using a Likert scale of 1 to 5 (strongly agree to strongly disagree) on the Compromising Style Strategy as a conflict resolution strategy in relation to employee motivation can be interpreted as follows:

- i. "Compromising strategy helps in cost saving" had a mean rating of 1.2543, which is closer to "strongly agree" than "disagree." This suggests that on average, the participants tended to strongly agree with this statement.
- ii. "Compromising strategy helps an employee to focus on positive side of their job which in turn improve productivity "had a mean rating of 1.6457, which is closer to "agree" than "disagree". This suggests that on average, the participants agreed with this statement to a moderate extent.
- iii. "Improved productivity helps the organisation to improve the firm's profitability " had a mean rating of 2.26, which is closer to "agree" than "disagree." This suggests that on average, the participants agreed with this statement to a moderate extent.
- iv. "Improved productivity enhances business growth" had a mean rating of 1.7686, which is closer to "agree" than "disagree." This suggests that on average, the participants agreed with this statement to a moderate extent.
- v. "Compromising strategy enables effective management of workplace conflicts." had a mean rating of 2.9057, which is closer to "strongly agree" than "disagree." This suggests that on average, the participants tended to strongly agree with this statement.
- vi. "Effectiveness helps improve employee productivity" had a mean rating of 3.1457, which is closer to "strongly agree" than "disagree." This suggests that on average, the participants tended to strongly agree with this statement.

In the context of employee morale, the total mean rating of 2.16 indicate that on average, the participants believed that the compromising strategy has a positive impact on employee morale by improving efficiency, productivity, and effectiveness, which in turn helps save costs, time, and enhances business growth. The participants tend to agree with the idea that this strategy enables the organization to effectively manage workplace conflicts and improves employee productivity.

Table 6: Responses on Collaborating Strategy

Collaborating Strategy Questions	Scale Measurement	Frequency	Percent	Mean
Collaborating strategy can be easily solving organisational conflict, hence achievement of good organizational performance.	SA	63	18.0	
	A	93	26.6	
	N	17	4.9	2.9114
	D	166	47.4	
	SD	11	3.1	
	Total	350	100.0	
Collaborating strategy improves group	SA	92	26.3	2.5000
harmony, leading to higher productivity	A	120	34.3	





Т		1	1	1
	N	37	10.6	_
	D	73	20.9	
	SD	28	8.0	
	Total	350	100.0	
	SA	215	61.4	
Callaborating stratagy balas get a vyin vyin	A	70	20.0	
Collaborating strategy helps get a win-win solution thus long-term organization	N	54	15.4	1.6029
performance is not negatively affected	D	11	3.1	
performance is not negatively affected	SD	350	100.0	
	Total	215	61.4	
	SA	70	20.0	
Collaborating strategy ensures knowledge	A	181	51.7	1
development by sharing of knowledge and	N	49	14.0	2.2429
experiences thus improving organizational	D	44	12.6	1
performance	SD	6	1.7	1
	Total	350	100.0	1
	SA	61	17.4	
	A	121	34.6	1
Collaborating strategy reduce tension levels	N	81	23.1	2.6429
among employee of an organisation, hence	D	56	16.0	
helps improve organizational performance	SD	31	8.9	
	Total	350	100.0	
	SA	47	13.4	
	A	135	38.6	
Collaborating strategy ensure better	N	69	_	2.6857
organizational results	D	79	22.6	1
	SD	20	5.7	1
	Total	350	100.0	1
	SA	79	22.6	
	A	113	32.3	1
Shared responsibility makes it possible for	N	83	23.7	1
organizational efficiency to be achieved	D	53	15.1	2.5029
organizational efficiency to be achieved	<u> </u>			1
	SD	$\perp$ 2.2.	1 63	
	SD Total	350	6.3	

Source: Field Survey, 2023

From Table 6, the mean ratings for the questions using a Likert scale of 1 to 5 (strongly agree to strongly disagree) on the Collaborating Strategy as a conflict resolution strategy in relation to employee morale can be interpreted as follows:

- i. Collaborating strategy can be easily solving organisational conflict, hence achievement of good organizational performance: The mean score of 2.9114 suggests that the respondents generally agreed that collaborating strategy can help an organisation to manage stress and lead to good organizational performance.
- ii. Collaborating strategy improves group harmony, leading to higher productivity: The mean score of 2.5000 suggests that the respondents were neutral on this statement, neither strongly agreeing nor strongly disagreeing.
- iii. Collaborating strategy helps to get a win-win solution thus long-term organization performance is not negatively affected: The mean score of 1.6029 suggests that the respondents generally agreed with the statement, believing that a temporary solution





may not always result in a win-win situation and may negatively affect long-term organizational performance.

- iv. Collaborating strategy ensures knowledge development by sharing of knowledge and experiences thus improving organizational performance: The mean score of 2.2429 suggests that the respondents generally agreed that a temporary solution can lead to knowledge development and improve organizational performance.
- v. Collaborating strategy reduce tension levels among employee of an organisation, hence helps improve organizational performance: The mean score of 2.6429 suggests that the respondents generally agreed that reducing tension levels from conflict can improve organizational performance.
- vi. Collaborating strategy ensure better organizational results: The mean score of 2.6857 suggests that the respondents generally agreed that reducing tension can lead to better organizational results.
- vii. Shared responsibility makes it possible for organizational efficiency to be achieved: The mean score of 2.5029 suggests that the respondents were neutral on this statement, neither strongly agreeing nor strongly disagreeing.

In the context of employee morale, the mean score of 2.44 indicate that on average, the respondents believe that collaborating strategy as a conflict resolution strategy can positively impact employee morale and organizational performance, but the level of agreement varies for different statements.

**Table 7: Responses on Employee Morale** 

Employee Morale Questions	Scale Measurement	Frequency	Percent	Mean
	SA	62	17.7	
My job becomes fascinating after I put in my best at work as a result of conflict resolution strategy adopted by my Company  Teel a sense of satisfaction in my job that why ry to work harder because of cooperation that exist among our team members  My job becomes boring that I can hardly meet up the usual pace because my supervisor is autocratic in nature	A	114	32.6	]
	N	77	22.0	2.7057
	D	59	16.9	]
My job becomes fascinating after I put in my best at work as a result of conflict resolution strategy adopted by my Company  Seel a sense of satisfaction in my job that why ry to work harder because of cooperation that exist among our team members  Ty job becomes boring that I can hardly meet up the usual pace because my supervisor is autocratic in nature  become so creative in my job that I improve	SD	38	10.9	
	Total	350	100.0	
	SA	29	8.3	
I 61	A	152	43.4	
feel a sense of satisfaction in my job that why try to work harder because of cooperation that exist among our team members	N	94	26.9	2.7171
	D	39	11.1	
	SD	36	10.3	
	Total	350	100.0	
	SA	56	16.0	
My job becomes fascinating after I put in my best at work as a result of conflict resolution strategy adopted by my Company  feel a sense of satisfaction in my job that why try to work harder because of cooperation tha exist among our team members  My job becomes boring that I can hardly meet up the usual pace because my supervisor is autocratic in nature	A	125	35.7	1
	N	94	26.9	2.5657
	D	65	18.6	
autocratic in nature	SD	10	2.9	1
	Total	350	100.0	
	SA	49	14.0	
	A	116	33.1	1
I become so creative in my job that I improve	N	102	29.1	2.6657
on the Job	D	69	19.7	]
	SD	14	4.0	]
	Total	350	100.0	





<b>Employee Morale Questions</b>	Scale Measurement	Frequency	Percent	Mean
	SA	66	18.9	
N . 1 . 1 . 1 . 1	A	88	25.1	
My job seems meaningless and I become less	N	32	9.1	3.0457
enthusiastic at work due to kind of relationship	D	92	26.3	
I have with my colleagues.	SD	72	20.6	]
	Total	66	18.9	
	S A	20	0 2	
The left well-way shall an end of the late	SA	136	8.3	
The job no longer challenges me and I hold	A			2 7006
back some of my potentials because I was not	N	101		2.7886
given the opportunity to make use of my	D	48	13.7	-
initiative.	SD	36	10.3	
	Total	350	100.0	
	SA	56	16.0	
	A	114	32.6	-
The work place seems uncomfortable that I hardly wait to go home since there is no new thing in the office	N	105		2.5971
	D	65	18.6	
	SD	10	2.9	1
	Total	350	100.0	
		T	T	1
	SA	64	18.3	
	A	117	33.4	
My job puts me on guard that I always improve		82		2.5686
on my past performance	D	80	22.9	
	SD	7	2.0	
	Total	350	100.0	
	SA	69	19.7	
	A	107	30.6	1
I become withdrawn from my usual duties that	N	15		2.9600
I am less bothered about cooperating with	D	87	24.9	2.7000
others at work.	SD	72	20.6	1
	Total	350	100.0	1
	10111	330	100.0	
	SA	20	5.7	
	A	167	47.7	
I derive a lot of respect from my job and I	N	88	25.1	2.7029
become more productive.	D	47	13.4	2.7029
	SD	28	8.0	
	Total	350	100.0	
Mean Scor	e(X) = 2.7317			

Source: Field Survey, 2023

From Table 7, the results of the survey using a Likert scale of 1 to 5 (strongly agree to strongly disagree) on employee morale show that employees working at the selected beverage industries have mixed feelings about their job and their level of morale at work. The highest mean rating of 3.0457 was given to the statement "My job seems meaningless and I become less enthusiastic at work," indicating that a portion of employees may slightly disagree that their job is meaningful and they are enthusiastic about it. This can be an indicator of low morale and decreased job satisfaction.





On the other hand, the lowest mean rating of 2.5657 was given to the statement "My job becomes boring that I can hardly meet up the usual pace because my supervisor is autocratic in nature," indicating that the respondents somewhat agree about their job being boring and they are unable to keep up with the pace. This may suggest a lack of challenge and excitement in their job. The remaining statements received mean ratings between 2.6657 and 2.9686, suggesting that a majority of employees have moderate levels of morale and have mixed feelings about their job. Some employees may slightly agree that their job is challenging, satisfying, or respectful, while others may slightly disagree.

In conclusion, the results from Table 7, regarding employee morale in the Beverage industry reveal that there is a need for improvement in Conflict resolution strategy and employee morale. However, it's crucial to keep in mind that these results, ranging from Table 4 to 7, are merely an average and there can be a wide variation in individual responses. A deeper understanding of the attitudes of the participants towards the conflict resolution strategies and its effect on employee morale can be gained through further analysis.

### **Regression Analysis**

Regression analysis was necessary in the study of "Conflict Resolution Strategies and Employee Morale in Beverages Industry" because it allows for the examination of the relationship between two or more variables. In this case, the dependent variable is employee morale and the independent variable is the conflict resolution strategies measured by Accommodating Strategy (AS), Competing Strategy (CS), Compromising Style Strategy (CSS) and Collaborating Strategy (CLS). By conducting a regression analysis, we were able to determine the extent to which the different conflict resolution strategies affect employee morale. The model summary of the regression analysis is shown in Table 8.

**Table 8: Model Summary of Regression Analysis** 

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error	Change Statistics		Durbin-
					F Change	Sig. F Change	Watson
1	.985ª	.970	.969	.19599	2761.118	.000	.180
a. Predic	etors: (Co	onstant), C	LS, AS, CSS	, CS	1	1	1
b. Deper	ndent Va	riable: EM					

Source: Author's Computation (2023) using SPSS 26

The Model Summary in Table 8 displays the results of a regression analysis conducted on the relationship between conflict resolution strategies (CLS, AS, CSS, CS) and employee morale (EM) in the Beverage industry. The R value of .985, a strong positive correlation, suggests that there is a strong relationship between the independent variables and the dependent variable. This high R value indicates that the independent variables (conflict resolution strategies) are good predictors of employee morale.

The R-Square value of .970 suggests that 97% of the variance in employee morale can be explained by the conflict resolution strategies. This means that the regression model can account for 97% of the variation in employee morale based on the conflict resolution strategies. The Adjusted R Square value of .969 indicates that the regression model has a good fit, taking into account the number of independent variables used.



The standard error of .19599 indicates the average deviation of the predictions from the actual values of the dependent variable. The F Change value of 2761.118 and the Sig. F Change of .000 indicate that the model as a whole is statistically significant and that adding the independent variables has improved the model's fit.

Finally, the Durbin-Watson value of 1.80 indicates that there is a little to no positive correlation between the residuals. This mean that the model free of autocorrelation problem as the residuals are not correlated with each other. In conclusion, the results of the regression analysis provide strong evidence of the relationship between conflict resolution strategies and employee morale in the Beverage industry and highlights the importance of effective conflict resolution strategies in maintaining high employee morale.

**Table 9: ANOVA Result** 

ANOVA								
Model		Sum of Squares	df	Mean Square	F	Sig.		
	Regression	424.246	4	106.061	2761.118	.000 <sup>b</sup>		
1	Residual	13.252	345	.038				
	Total	437.498	349					
a. Dependent Variable: EM								
b. Predictors: (Constant), CLS, AS, CSS, CS								

Source: Author's Computation (2023) using SPSS 26

The ANOVA result in Table 9 provides information about the overall fit of the regression model between conflict resolution strategies (CLS, AS, CSS, CS) and employee morale (EM) in the Beverage industry.

The "Sum of Squares" column provides information about the amount of variation in the dependent variable that can be explained by the regression model (Regression) and the amount that cannot be explained (Residual). The "df" column indicates the degrees of freedom for each source of variation.

The "Mean Square" column provides the average variation explained by the regression model and the average residual variation. The "F" value of 2761.118 is the ratio of the average variation explained by the regression model to the average residual variation.

The "Sig." column provides the p-value, indicating the level of significance of the regression model as a whole. A low p-value (in this case, .000) indicates that the regression model is a good fit and that the independent variables are significant predictors of the dependent variable.

In conclusion, the ANOVA table supports the results from the Model Summary and provides evidence of a strong relationship between conflict resolution strategies and employee morale in the Beverage industry. The significant F value and low p-value indicate that the regression model is a good fit and that the independent variables have a significant impact on employee morale.

### **Test of Hypotheses**

Each hypothesis stated in chapter one of the research will be tested using coefficient results from the regression analysis to determine if a significant relationship exist between the dependent variable and independent variables.

**Decision Rule:** If P-value < 5% (0.05): Reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>)



**Table 10: Coefficients** 

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
		В	Std. Error	Beta			
	(Constant)	.153	.034		4.505	.000	
1	AS	237	.041	179	-5.720	.000	Reject H <sub>0</sub>
	CS	.308	.073	.243	4.219	.000	Reject H <sub>0</sub>
	CSS	.032	.049	.022	.655	.513	Accept H <sub>0</sub>
	CLS	.930	.046	.889	20.265	.000	Reject H <sub>0</sub>
a. Dependent Variable: EM							

Source: Author's Computation (2023) using SPSS 26

### Hypothesis 1

 $H_{01}$ : Collaborating strategy has no significant impact on staff morale in Beverage companies.

The regression analysis conducted on the relationship between collaborating strategy (CLS) and employee morale (EM) in beverage companies located in Ogun State produced a coefficient of  $\beta$ =.930 with a p-value less than 5% (0.000 < 0.05). Based on these results, we reject the null hypothesis (H<sub>01</sub>) and accept the alternative hypothesis, indicating that there is a significant positive relationship between Collaborating strategy and Employee Morale in these companies. In other words, the analysis suggests that a collaborating strategy implemented in beverage companies in Ogun State is associated with higher levels of employee morale.

### **Hypothesis 2**

 $H_{02}$ : Competing strategy has no significant impact on staff morale in Beverage companies.

The analysis of the relationship between competing strategy (CS) and employee morale (EM) in beverage companies located in Ogun State through regression yielded a coefficient of  $\beta$ =.308 with a p-value less than 5% (0.000 < 0.05). Based on these results, we reject the null hypothesis (H<sub>02</sub>) and accept the alternative hypothesis, indicating that there is a significant positive relationship between Competing strategy and Employee Morale in these companies. In other words, the analysis suggests that a competing strategy implemented in beverage companies in Ogun State is associated with higher levels of employee morale.

#### Hypothesis 3

 $H_{\theta 3}$ : Accommodating strategy has no significant impact on staff morale in Beverage companies.

The regression analysis conducted on the relationship between accommodating strategy (AS) and employee morale (EM) in beverage companies located in Ogun State produced a coefficient of  $\beta$ =-.237 with a p-value less than 5% (0.000 < 0.05). Based on these results, we reject the null hypothesis (H03) and accept the alternative hypothesis, indicating that there is a significant negative relationship between Accommodating strategy and Employee Morale in these companies. In other words, the analysis suggests that an accommodating strategy implemented in beverage companies in Ogun State is associated with lower levels of employee morale.

### Hypothesis 4

**H**<sub>04</sub>: Compromising strategy has no significant impact on staff morale in beverage company.

The regression analysis conducted on the relationship between compromising strategy (CSS) and employee morale (EM) in beverage companies located in Ogun State produced a





coefficient of  $\beta$ =.032 with a p-value more than 5% (0.000 > 0.513). Based on these results, we accept the null hypothesis (H04) and reject the alternative hypothesis, indicating that there is no significant relationship between CSS and EM in these companies. In other words, the analysis suggests that a compromising strategy implemented in beverage companies in Ogun State is not associated with significant differences in employee morale levels.

### **Discussions and Findings**

The results of the regression analysis indicate that conflict resolution strategies are significantly related to employee morale in beverage companies located in Ogun State. The high R-Square value of .970 indicates that the regression model can account for 97% of the variation in employee morale based on the conflict resolution strategies. The Adjusted R Square value of .969 suggests that the model is a good fit, taking into account the number of independent variables used.

The findings reveal that a collaborating strategy and a competing strategy are associated with higher levels of employee morale. In contrast, an accommodating strategy is related to lower levels of employee morale. These results are consistent with previous research that suggests that a collaborating strategy and a competing strategy are effective conflict resolution strategies that can promote positive outcomes in organizations, including higher levels of job satisfaction and increased productivity (John-Eke & Akintokunbo, 2020; Omene, 2021). On the other hand, an accommodating strategy, while promoting peace in the short term, may lead to feelings of resentment and dissatisfaction among employees, which can negatively impact their morale.

Interestingly, the results also suggest that a compromising strategy implemented in Beverage Companies in Ogun State is not associated with significant differences in employee morale levels. This finding may be due to the fact that compromising is often viewed as a neutral strategy that aims to find a middle ground between conflicting parties. While this approach may be effective in resolving conflicts, it may not have a significant impact on employee morale levels.

#### 5. CONCLUSION

Effective conflict resolution strategies play a crucial role in promoting positive outcomes in organizations. Collaborating and competing strategies can lead to improved job satisfaction and increased productivity, which are essential for creating a positive work environment. Encouraging managers and supervisors to use these strategies can lead to better outcomes for both the employees and the company. On the other hand, an accommodating strategy may lead to short-term peace, but it can result in long-term negative impacts on employee morale. Managers and supervisors need to be aware of the potential negative effects of this strategy and seek to avoid using it as the primary method for conflict resolution. Instead, they can use it in specific situations where it is necessary.

The study also found that compromising strategies did not have a significant impact on employee morale. While this strategy can be effective in finding a middle ground, it may not be the best approach for every situation. Companies should aim to use a combination of different strategies to ensure that conflicts are resolved in a way that promotes positive outcomes.

In conclusion, implementing effective conflict resolution strategies is crucial for promoting employee morale in the beverage industry in Agbara Industrial Estate, Ogun State. Companies should encourage the use of collaborating and competing strategies but they should avoid relying solely on accommodating strategies, as they may have negative consequences for employee morale. They should also consider using a combination of different strategies based on the situation. Finally, compromising strategies should be used judiciously, as they may not



have a significant impact on employee morale. Overall, implementing effective conflict resolution strategies can help improve employee morale, leading to a more productive and positive work environment.

#### 6. **RECOMMENDATIONS**

Based on the study's findings, companies in the beverage industry in Agbara Industrial Estate should take specific steps to promote positive outcomes and foster a healthy work environment. These include:

- i. Managers should be encouraged to use collaborating and competing strategies for conflict resolution, which can enhance employee job satisfaction and productivity.
- ii. Educate managers and supervisors on the potential negative effects of accommodating strategies on employee morale.
- iii. Compromising strategy should only be adopted in a situation where finding a middle ground is necessary, while avoiding relying on this strategy for conflict resolution.
- iv. Regular employee morale surveys should be conducted to monitor the effectiveness of conflict resolution strategies and making necessary adjustments.
- v. Regular training and development opportunity must be provided for managers and supervisors on conflict resolution strategy and effective communication, fostering a culture of openness and transparency to encourage employees to speak up about conflicts and recognizing and rewarding employees who demonstrate effective conflict resolution skills.
- vi. Conflict resolution policy that outlines the steps employees should take to report and address conflict should be develop, as well as the consequences for violating the policy.

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