

Quasar Communications

Quasar Communications is a third generation family run business operating out of an established office in Hyderabad. The firm was initially involved in telecommunications but later on diversified into technical solutions to communication problems. The senior patriarch of the company, Abdul Quasar, was responsible for increasing the turnover of the company to crores. However as the organization grew, Abdul Quasar wanted to concentrate on the software business. Therefore Prakash Parekh was appointed to look after the software division. Prakash was a software diploma holder and had worked earlier in a multinational firm in a similar position. Prakash recommended Sharon, an existing employee of the company, to work with him as his colleague in the new software division. They were to work jointly to establish this new division.

Two months down the line, Abdul Quasar found that performance in the software division was not up to the mark. Parekh and Sharon were having differences of opinion regarding a lot of things which led to open confrontation between both of them. And what is more, these confrontations happened in front of the entire staff of the software division, which led to creation of an unhealthy work atmosphere. Prakash was unhappy with the fact that Sharon took advantage of the fact that she was a woman and demanded less work. Initially he had agreed to taking up her extra workload but expressed dissatisfaction once it became a habit. Sharon on the other hand believed that both she and Prakash were responsible for setting up the new division and didn't want to take orders from him. She added that both she and Prakash had decided that jointly they would establish this new software division and it is but natural for teams to understand each other and help each other out. Prakash was not doing her a favour, Sharon said.

Quasar was at a fix. He wanted to resolve this conflict as fast as possible as the performance of this new software division was being effected. But he was not sure of what strategy to use.

Questions:

1. Develop a strategy which Abdul Quasar can use for solving interpersonal conflict between Prakash Parekh and Sharon. Explain each strategy in short, giving illustrative examples.

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