

Dr. D. Yuvaraj has published case study titled "**Unraveling the Challenges: A Tale of Struggles and Solutions in a Company Setting**". This case study is used for first year MBA students for Business Research Methodology course.

### **CASE STUDY 3**

Durai, a company counselor, recently joined an organization where he encountered a team of underperforming employees. The company had experienced two major mergers, leading to increased responsibilities. During a conversation with Raj, Durai expressed his frustration with the situation.

Shankar Jha, a bright star who had joined six months ago, was absent during Durai's meeting with him. It was evident that he was suffering from tension and angina pain. Additionally, a Band III executive with 5-15 years of experience had not been able to advance to a Band II position. This individual and others in the company seemed laid back, highly critical, and unresponsive to change.

Raj, seeking to address the issues, was considering structural changes suggested by a Vasthu expert to dispel any negative influences. Despite the company's excellent infrastructure and attractive compensation packages, there was a prevailing sense of apathy and stagnation among the talented workforce. The need for an "operation clean up" to revive the company's spirit and productivity was apparent.

### **QUESTIONS**

- (i) Formulate research problem and objective.
- (ii) (ii) Can you suggest a theoretical frame work.
- (iii) (iii) Develop a working hypothesis for this study.