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A STUDY ON WORK STRESS, COPING STRATEGIES AND THEIR IMPACT ON EMPLOYEE PERFORMANCE PRIMARY AGRICULTURAL CO-OPERATIVE CREDIT SOCIETY, KOOTHANALLUR BRANCH

M.KAVIYA [1]
Student,
Department of Management ,
Annai College Arts and Science kovilacheri ,India.

Dr. K. SENTHILKUMAR[2]
Associate Professor,
Department of Management,
Annai College of Arts and science kovilacheri ,India.

K . VIMALANATHAN[3]
Research Scholar,,
Department of Management,
Annai College of Arts and science kovilacheri ,India.

T . KAMATCHI[4]
Assistant Professor,
Department of Management,
Annai College of Arts and science kovilacheri ,India.

ABSTRACT

Work stress has become an important organizational concern, particularly in rural financial institutions where employees manage multiple operational responsibilities. This study examines work stress, coping strategies, and their impact on employee performance at the Primary Agricultural Co-operative Credit Society (PACCS), Koothanallur Branch. A descriptive research design was adopted and primary data were collected from 100 employees using a structured questionnaire. Statistical tools such as percentage analysis, weighted average method, satisfaction index, and Spearman's rank correlation were applied.

The findings indicate that uneven workload, customer pressure, and limited skill-development opportunities are major stressors. Employees mainly cope through peer support and task prioritization. A strong positive relationship exists between salary satisfaction and overall job satisfaction. The study recommends balanced workload distribution, training programs, wellness initiatives, and transparent HR practices to enhance employee performance.

KEYWORDS

Work Stress[1]*, Coping Strategies*[2]*, Employee Performance*[3]*, Job Satisfaction*[4]*, PACCS*[5].