The Journal of Sri Krishna Research & Educational Consortium

INTERNATIONAL JOURNAL OF MARKETING AND MANAGEMENT RESEARCH

Internationally Indexed & Listed Referred e-Journal

STUDY OF ROLE OF DEMOGRAPHICS ON CONFLICT MANAGEMENT

DR. SUKHVINDER SINGH*; RAMNEET KAUR**

*Associate Professor In Economics. University College ,Kurukshetra,Haryana,India.
**Assistant Professor In Management.

Conflict may be defined as a struggle or contest between people with opposing needs, ideas, beliefs, values, or goals (The Foundation Coalition). Conflict is endemic to all social life. Conflict is the perception of differences of interests among people. Conflict is inevitable among humans. When two or more social entities (i.e., individuals, groups, organizations, and nations) come in contact with one another in attaining their objectives, their relationships may become incompatible or inconsistent.