

The Implications of Organisational Conflict at the Zimbabwe Broadcasting Corporation (ZBC)

Victor K. Mapuvire and Davidzo H. Mapuvire

Abstract

This study focused on the implications of organisational conflict at ZBC. This study is relevant because organisation conflict at ZBC has mostly been dysfunctional and as a matter of fact comes short of being destructive and this conflict has notably impeded the performance of the company in every aspect as it has resulted in disunity and lack of coherence at the broadcaster. It is apparent that, organizational conflict has become a mainstay and this has been having an undesirable impact on the company's performance. This paper utilised a mixed methods approach was utilised in which both secondary and primary sources of data. In collecting primary data, the researcher relied upon the use of a closed ended questionnaires and interviews with key informants and questionnaires. The outcome of the study is that conflict is prevalent at ZBC and there are several causes of this conflict which is quite at ZBC. Such causes of organisational conflict there were such aspects as, the competition for resources, work distribution, as well as taking part in the decision-making process as amongst the major causes of organisational conflict at ZBC. More so, there are numerous types of organisational conflict at ZBC. The types of conflict that are plaguing the ZBC included aspects such as inter personal conflict, intragroup conflict, intergroup, procedural conflicts and task conflict. The organisational conflict has had a visible impact on the performance of ZBC. There are also challenges that have been experienced by ZBC as a result of organisational conflict. As a result, organisational conflict does have an effect on the operations and performance of ZBC.

Keywords: Organisation Conflict, Zimbabwe Broadcasting Corporation (ZBC), Business