



# Team work effectiveness of medical representatives: An analytical Framework

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**ABSTRACT:** Every organization is confronted with the problems that need to be focused and solved. This paper makes an attempt to find out the teamwork effectiveness among medical representatives. The study also analyses the factors affecting the team work. Teamwork is very much appreciated in the field of pharmaceutical industries; Team work not only improves leadership skills but also increases morale of medical representatives. Primary Data were collected by distributing questionnaire among the respondents and analytical research design is used for the study. After the analysis phase it is inferred that, team work has great impact on performance as well as productivity of the concern.

**KEYWORDS:** Performance Assessment, Self-actualization Need, Team work

## 1. INTRODUCTION

Team performance is often affected by decision making of group, participation and communication among the group. Medical representatives have to work together to make aware the target group about the product descriptions, company information etc. If team work is not properly managed it will affect the performance assessment. Team work not only increases creativity but also helps to undertake risk .It also helps to maintain good relationship between group members as they are having common vision and goal.

## 2. STATEMENT OF THE PROBLEM

Now every organization found the role of working together and gain expected outcome .We can ensure high productivity when we work as a team rather than by independent performance. Team work is directly related to performance and in some companies it is almost important so the study is mainly conducted to analyze the effectiveness and factors elating there to.

## 3. OBJECTIVES OF THE STUDY

1. To find out the effectiveness of teamwork.
2. To analyze the factors affecting the teamwork of the job

## 4. REVIEW OF LITERATURE

Asela.M.andetal (2009) in their review paper studied the team work training in health care and the importance of education both professional and undergraduates in medical field, to conclude the article gives importance to team work competencies and practice.

Edward Salas and etal(2014) in their journal published expresses the importance of team groups and analyses the conditions that influence teamwork performance. Heuristic approaches were taken for the study, Practical advice were given for improving the team work spirit among group at all stages of organization.

## 5. DATA AND METHODOLOGY OF THE STUDY

1. Research design An analytical research design is used for the study.
2. Data collection Secondary data were collected from published resources, online resources etc. Primary data were collected by distributing questionnaire to 30 respondents.

### Sample design and sampling method

**Area of study:** Thiruvalla, Patanamthitta district

**Sample unit:** Sample unit is the employees of different companies

**Method:** convenient sampling.

4. Tools of analysis Simple percentage analysis and chi square test is used for the study.

## DATA ANALYSIS AND RESULTS

Table 1: *Personal information*

| Gender          | Option             | No. Of Respondents | Percentage |
|-----------------|--------------------|--------------------|------------|
|                 | Male               | 30                 | 100        |
| Female          | 0                  | 0                  |            |
| Total           | 30                 | 100                |            |
| Age             | Less than 30 years | 6                  | 20         |
|                 | 30 – 40 years      | 20                 | 67         |
|                 | Above 40 years     | 4                  | 13         |
|                 | Total              | 30                 | 100        |
| Skills          | Number             |                    | Percentage |
| Leadership      | 3                  | 10                 |            |
| Communication   | 8                  | 27                 |            |
| Interpersonal   | 4                  | 13                 |            |
| Interaction     | 11                 | 36                 |            |
| Decision Making | 2                  | 7                  |            |
| Others          | 2                  | 7                  |            |
| Total           |                    | 100                |            |

Table .2: Whether performance is assessed by your supervisor

| Option | No. of Respondent | Percentage |
|--------|-------------------|------------|
| Yes    | 30                | 100        |
| No     | 0                 | 0          |
| Total  | 30                | 100        |

All of the respondents are of the opinion that the performance is assessed by the supervisor.

Table 3: Skill mostly required in Team work

| Income level | Below 20000           | 4   | 13  |
|--------------|-----------------------|-----|-----|
|              | Between 20000 - 30000 | 12  | 40  |
| Above 30000  | 14                    | 47  |     |
| Total        | 30                    | 100 |     |
| Experience   | Less than 3 years     | 2   | 7   |
|              | 3 – 6 years           | 12  | 40  |
|              | Above 6 years         | 16  | 53  |
|              | Total                 | 30  | 100 |

The table.3 shows that interaction is the most important skill required for teamwork (36%).followed by communication (27%) 10%support for leadership and the

remaining 13% for interpersonal skills.

Table 4: Opinion on Equal Pay to every Team Member

| Option | No. of respondents | Percentage |
|--------|--------------------|------------|
| Yes    | 3                  | 10         |
| No     | 27                 | 90         |
| Total  | 30                 | 100        |

The table.4 shows that 90% of respondents are of opinion that pay should be provided according to performance, while 10% favoured paying equal pay to team members.

Table 5: Incentives and Additional Benefits are paid on the basis of your performance

| Choice            | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Strongly agree    | 5                  | 17         |
| Agree             | 25                 | 83         |
| No Opinion        | -                  |            |
| Disagree          | -                  |            |
| Strongly Disagree | -                  |            |
| Total             | 30                 | 100        |

All of the respondents agreed that incentives and additional benefits should be based on the performance.

Table 6: Problem while acting as team member

| Option | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Yes    | 3                  | 10         |
| No     | 27                 | 90         |
| Total  | 30                 | 100        |

Majority of the respondents are of the opinion that problem exist when acting as a team member (90%).

Table7: *Team spirit reduces stress and tension*

| Choice | Number | Percentage |
|--------|--------|------------|
| Yes    | 28     | 93         |
| No     | 2      | 7          |
| Total  | 30     | 100        |

Table.8 shows that team work reduces stress and tension

Table.8: Factors of your work affecting team spirit

| Opinion                  | Number | Percentage |
|--------------------------|--------|------------|
| Leadership               | 0      | 0          |
| Reward system            | 4      | 14         |
| Communication            |        |            |
| Policies of Organization | 4      | 13         |
| All of the above         | 22     | 73         |

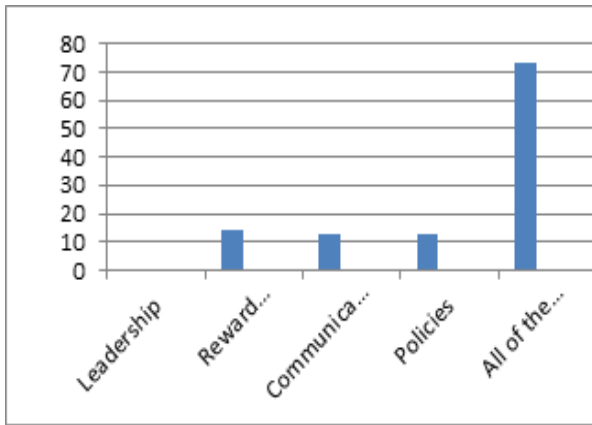


Figure 8: Factors affecting team work

The above table and figure reveals that all of the factors such as leadership, communication. Reward system etc. affects the team work of job according to 73% of the respondents.

Table 9: Team work is required for your job

| Option | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Yes    | 30                 | 93         |
| No     | 0                  | 7          |
| Total  | 30                 | 100        |

Majority of the respondents agreed that team work is required for their job.

Table 10: Team work decreases self actualization need

| Option   | No. of Respondents | Percentage |
|----------|--------------------|------------|
| Agree    | 25                 | 83         |
| Neutral  | 0                  | 0          |
| Disagree | 5                  | 17         |
| Total    | 30                 | 100        |

Table 10 shows, that team work reduces self actualization (83%)while 17% disagreed to this.

Table 11: Performance of your team

| Option  | No. of Respondents | Percentage |
|---------|--------------------|------------|
| Good    | 22                 | 73         |
| Average | 6                  | 20         |
| Poor    | 2                  | 7          |
| Total   | 30                 | 100        |

Most of the respondents rate the performance as good while 7% rate it as poor.

**Hypothesis testing**

Ho- There is no any association between experience and

Table 12: Performance of the team

|         | Observed N | Expected N | Residual |
|---------|------------|------------|----------|
| Good    | 22         | 10.0       | 12.0     |
| Average | 6          | 10.0       | -4.0     |
| Poor    | 2          | 10.0       | -8.0     |
| Total   | 30         |            |          |

Table 13: Experience

|             | Observed N | Expected N | Residual |
|-------------|------------|------------|----------|
| Less than 5 | 2          | 10.0       | -8.0     |
| 5-10        | 13         | 10.0       | 3.0      |
| Above 10    | 15         | 10.0       | 5.0      |
| Total       | 30         |            |          |

Table 13: Test statistics

|             | Experience         | Performance of the team |
|-------------|--------------------|-------------------------|
| Chi-Square  | 9.800 <sup>a</sup> | 22.400 <sup>a</sup>     |
| df          | 2                  | 2                       |
| Asymp. Sig. | .007               | .000                    |

From this hypothesis analysis, it reveals as p value is less than .05, so the null hypothesis is rejected. Team performance and experience are independent.

**CONCLUSION**

From the hypothesis testing it is clear that team performance and experience are independent. Team work should be encouraged in every organization to perform well. To find out the effectiveness of team work, the members in the team must be aware of the benefits of working as a group and also support others to accomplish goals. Team work increases the efficiency of organization not in all respects but also gives better outcome for their work .So companies should frame strategies for the same.

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