

Abstract

The current research was planned to explore the relationship between occupational stress and employee productivity among pharmaceutical sales representatives in Sri Lanka. The study also planned to find out the occupational stress dimensions and dimensions of labour productivity of pharmaceutical sales representatives. For this purpose 91 pharmaceutical sales representatives were selected using random sampling method. Due to the qualitative aspect of this research five interviews were conducted with five sales managers selected on non probability - judgmental sampling method. Results revealed that physiological dimension, psychological dimension & social dimension was positively related to employee productivity and also revealed that pharmaceutical sales representatives were operated under moderate level of stress. Finally on the basis of the results obtained and findings of the past studies it could be revealed that employee productivity has a positive correlation with occupational stress. Since an occupational stress produce negative effect on organisational performance and employee wellbeing it's important for the organisations to consider this matter seriously rather than leaving it to worker to deal with it isolated manner.