

**Department of Management studies**

<b>PROJECT TITLE</b>	<b>Factors That Impact The Choice Of Upward Influence Strategies In A Logistics Company-Strategies Adopted And Its Implications At Sudarshan Cargo (P) Ltd, Chennai</b>
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<b>OBJECTIVE</b>	<ul style="list-style-type: none"> <li>• To examine the employee's interaction with their superiors.</li> <li>• To identify best technology and investment for improving of UI strategies in an organization.</li> <li>• To identify the internal as well as external, individual as well as organizational factors affecting choice of strategy</li> </ul>
<b>ABSTRACT/IDEA</b>	<p>Influence is an attempt made by an agent (individual) to sway the target to a Mode/manner of thinking that is in sync with the intentions of the agent. It has been described as "getting one's way" (Kipnis, Schmidt and Wilkinson, 1980). Influence is of two types - downward and upward. The superior's attempt to affect the subordinate is referred to as downward influence; when there is a reversal of the process it is known as Upward influence. The focus of this research is to study upward influence (UI) strategies in the organization, through an analysis of talk patterns. Communication is very much essential to share ideas, knowledge etc. In that, upward communication requires more important. Why? Because subordinates shall give the suggestions which intentionally needed for the growth of an organization. It means individuality should be given preference.</p>
<b>SOFTWARE USED FOR STATISTICAL TOOLS</b>	STATISTICAL PACKAGE FOR SOCIAL SCIENCE
<b>RESEARCH METHODOLOGY</b>	DESCRIPTIVE RESEARCH DESIGN & CONVENIENT SAMPLING METHOD
<b>NEED FOR THE STUDY</b>	<ul style="list-style-type: none"> <li>➤ Study of internal as well as external, individual as well as organisational factors affecting choice of strategy necessitates qualitative research.</li> <li>➤ Further, researchers need to go deeper into the reasons for application of strategies for UI-to understand the motive/intent of subordinates in choosing a particular strategy.</li> </ul>