Abstract

 Job stress perceived by people in the organization is vitally related to the overall organizational and employees' morale. Too high level of job stress perceived by employees can bring about destructive consequences to the organization.

This research, hence, was conducted to firstly, identify the important causes of job stress, focused primarily on salespeople working in communication industry and most importantly, give suggestions to the sales managers to approach their sales subordinates and help them reduce their perceived levels of job stress.

In the literature, stressors or causes of job stress are divided into five main categories which include factor intrinsic to the job, roles in the organization, relations within organization, career development and organizational structure and climate.

The researcher has included the behavioral patterns which are behavioral pattern type A or B as one of personal variables. Type A behavioral pattern includes people who are extremely competitive, always in a hurry, and especially irritable and aggressive. Type B behavior tends to explain persons who possess the opposite traits of those.

The study was conducted to identify if there is a significant relationship between each job stressor and job stress levels perceived and to simultaneously offer practical solutions to the sales managers.

Ten companies being listed on Stock Exchange of Thailand (SET)'s Communication Group were approached. Our of totally 500 questionnaires distributed, 403 questionnaires were valid.

Descriptive statistics are Arithmetic Mean, Mode, Standard Deviation, Maximum and Minimum Values. Inferential statistics will be used in testing hypothesis. It includes **Spearman Rank Correlation coefficient, Mann-Whitney Rank Sum Test and Kruskal-Wallis Test.**

The findings of the study are *firstly*, out of five stressors, only organizational structure and climate stressor has significant and positive relationship with levels of job stress perceived by salespeople, *secondly*, the perceived levels of **roles in organization** of **type A pattern** salespeople is different from the perceived levels of roles in organization of type B pattern's and *finally*, salespeople with different **financial status** or income levels perceive different **levels of job stress.**

The solution has been divided into two parts which are solutions aiming at each salesperson to help himself dealing with job stress effectively and solutions aiming at the organization to change itself in a particular way to assist in salespeople's job stress reduction.

EAP (Employee Assistance Programs) and **SMT (Stress Management Training)** were methods recommended for employees, while supervisory variables and job characteristics were models recommended for the organization.

Supervisory variables consist of initiation of structure and consideration and **job characteristics** consist of *feedback, participation, task variety and autonomy*.