

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Without You, I am Incomplete: When
Building Social Bonds is a Challenge**

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Please contact the corresponding authors if you would like to access the full case.

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Without You, I am Incomplete: When Building Social Bonds is a Challenge

Abstract:

The case study is about two working professionals, who get married and then, struggle in maintaining their relationship. The problems faced are primarily due to differences in personality, values and attachment styles. The wife came across as an extremely affectionate and caring, but the husband didn't want so much attention. He wanted greater space in his life.

While the wife's colleagues view her as under-confident – someone who is mostly seeking approval from others, the husband's colleagues find that he likes to lead an independent life, with minimum possible social interactions at work. The case will help students understand the significance of having healthy relationships, both in personal life, and at work. For both the people, their personality and quality of relationships at home directly affects their working life, and vice versa. The case is important as it makes students understand the role of relationships in one's psychological well-being. It helps them realize how closely related one's personal and professional lives are, and importantly, they are encouraged to find ways to modify one's attachment style and move towards a life with greater joy via secure attachment style in relationships.

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