

CONCEPTUAL STUDY OF ORGANIZATION BEHAVIOUR FOR AN EFFECTIVE ORGANIZATION DEVELOPMENT PROCESS

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Abstract: *The organization is the backbone of the administration because that is an efficient organization, the administration does not take into account its functions. In the management process. It is the structural framework of the skills and responsibilities required by the performance of the various functions to achieve the corporate objectives. In other words, the organization is simply a person who works together for a common goal. It is a group of people who, if uncontrolled or if they meet in a place and contribute with the parrot to the creation of a common goal. Managers work through people. They assign resources, direct the activities of others, and make decisions to achieve the organization's goals. The organization is a coordinated social unit, made up of two or more people, which works to achieve a common goal. Managers are responsible for managing the organization. The world has become a global village. Understanding organizational behavior has become very important for today's managers. Globalization has presented challenges and opportunities for organizational behavior. Various changes are taking place in organizations, such as the increase in the number of women employed, the reduction of the company and the increase in the number of temporary workers. Business moves where technology is. It can be said that technology has driven the business. There are many challenges and opportunities for managers to use the concepts of organizational behavior. Organizational behavior focuses on improving productivity, reducing absenteeism, turnover and deviant behaviors in the workplace and increasing organizational citizenship and job satisfaction. This research paper explore of what people do in an organization and how their behavior affects the performance of the organization. The following document is conceptual in nature and seeks to explain the behavior of the organization and its role in business management.*

Keywords: *Managers, Globalization, Organizational Behaviour, Organizational Citizenship Behaviour, Job Satisfaction.*

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I. INTRODUCTION

The organization is the backbone of the administration because that is an efficient organization, the administration does not take into account its functions. In the management process, which is organized if you put yourself in a second state that close to matching will vary the activity in a store for a predetermined objective. It is the structural framework of the skills and responsibilities required by the performance of the various functions to achieve the corporate objectives. In other words, the organization is simply a person who works together for a common goal. It is a group of people who, if uncontrolled or if they meet in a place and contribute with the parrot to the creation of a common goal. Therefore, will coordinate several activities to manage the efficient way of printing so that the common goal can be achieved. Organizations are as old as the human race. As time went by, people realized that they could collectively fulfill their wishes very effectively. Thus, they came together to satisfy their needs and wants. People who feel they have skills, talents, and knowledge form groups to produce goods and services. The organization is a group of people who work together to achieve a purpose. People who work together expect others to perform certain tasks in an organized way. Organizations are an inevitable part of human life. The organization helps increase specialization and division of labor, uses technology on a large scale, manages the external environment, helps save on transaction costs, and exerts power and control. Globalization has presented many challenges and opportunities for organizations. It is imperative that organizations function effectively. Job satisfaction is the feeling and perception that an employee has of his job and how good he feels in an organization. It indicates the extent of the positive or negative feelings of employees towards their work and the organizational behavior sought to improve it. The effectiveness of the organization requires that they provide good quality goods and services at reasonable costs. In addition, every organization must comply with the interests of its stakeholders. The degree of satisfaction derived from the stakeholders shows the effectiveness of the organization. It is the responsibility of the administrators to keep interest holders satisfied. Managers are responsible for the running of the organization. They do the work through people. They allocate resources, direct the activities of others, and make decisions to achieve organizational goals. This is where organizational behavior comes into play. Organizational behavior helps managers achieve organizational effectiveness. It helps to harness the skills, abilities and knowledge necessary to achieve the objectives of the organization.

NATURE OF ORGANIZATIONAL BEHAVIOR



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Fig:1

II. DEFINITIONS

- A.** Organization- A consciously coordinated social unit, composed of two or more people that functions on a relatively continuous basis to achieve a common goal or set of goals.
- B.** Organizational Behaviour-According to Stephen P Robins, “Organizational Behaviour as a systematic study of the actions and attitudes that people exhibit within the organizations.”

III. ORGANIZATIONAL BEHAVIOUR REFLECTIONS IN VARIOUS DISCIPLINES:

Organizational Behaviour is an applied behavioural science and involves integration of studies undertaken in behavioural disciplines such as psychology, sociology, anthropology, social psychology and political science.

1. Psychology- It is the science or study of behaviour and includes human as well as animal behaviour. Intrapersonal aspects of Organizational behaviour such as motivation, personality, perception attitude learning, training and development, work stress, emotions, conflict management owe their study to psychology. Various psychological tests are conducted in organizations for selection of employees, measuring personality attributes and ability. Contribution of psychology has enriched the field of Organizational behaviour greatly.

2. Sociology- It is the study of group behaviour. Sociology has enriched Organizational behaviour in the field of leadership, group dynamics, communication, formal and informal organizations, group process and decision making.

3. Anthropology- It is the study of human race and its culture. Organizations have their own culture. Culture influences human behaviour. An employee’s perception about things and his functioning is influenced by the culture of his organization.

Anthropology is more relevant to Organizational behaviour today due to globalization, mergers and acquisitions of various industries. Today the people have to work in organizations having work force diversity.

4. Social Psychology- This subject is a blend of the concepts from psychology and sociology. It focuses on the influence of people on one another and tries to achieve better human behaviour in the organization. One of the key areas which it has helped to manage is 'Change' – how to implement it successfully and reduce the resistance to it.

5. Political Science-Organizations are political entities and it is political science which helps in understanding behaviours of individuals within a political environment. Government rules and regulations play a decisive role in growth of the organizations.



Fig:2

IV. ROLE OF ORGANIZATIONAL BEHAVIOUR IN MANAGEMENT OF BUSINESS

Organizational behaviour provides solution as well as insight towards solution to many challenges which are faced by the organizations. Some of the important roles performed by Organizational behaviour in management of business are as follows:-

1. Globalization- Due to globalization, organizations are no longer confined to one particular country. The Manager's job is changing with the expansion of the organizations across the national borders. Example, Volkswagen builds its cars in Mexico, Mercedes and BMW in South Africa. Due to globalization,

the management has to deal with the problems of unfamiliar languages, laws, work ethics, management styles etc. The functions of hiring, training, etc must acquire a global perspective. Organizational Behaviour helps the management to become flexible and proactive and enables it to execute the organization on a global scale.

2. Managing work Force Diversity- Organizations are a heterogeneous mix of people in terms of age, gender, race etc. Managing the workforce diversity has become a global concern. Managers have to deal with individuals and groups belonging to different ethnic cultures. They have to exercise control and channelize behaviour in the desired direction. Organizational behaviour helps the managers to effectively deal with work force diversity by promoting its awareness, increasing diversity skills, encouraging culture and gender diversity.

3. Improving Quality and Productivity- Industries are facing the problem of excess supply. This has increased competition to a large extent. Almost every Manager is confronting the same problem of improving the productivity, quality of the goods and services their organization is providing. Programmes such as business process reengineering, and total Quality Management are being implemented to achieve these ends. Organizational Behaviour helps the Managers to empower their employees, as they are the major forces for implementing this change.

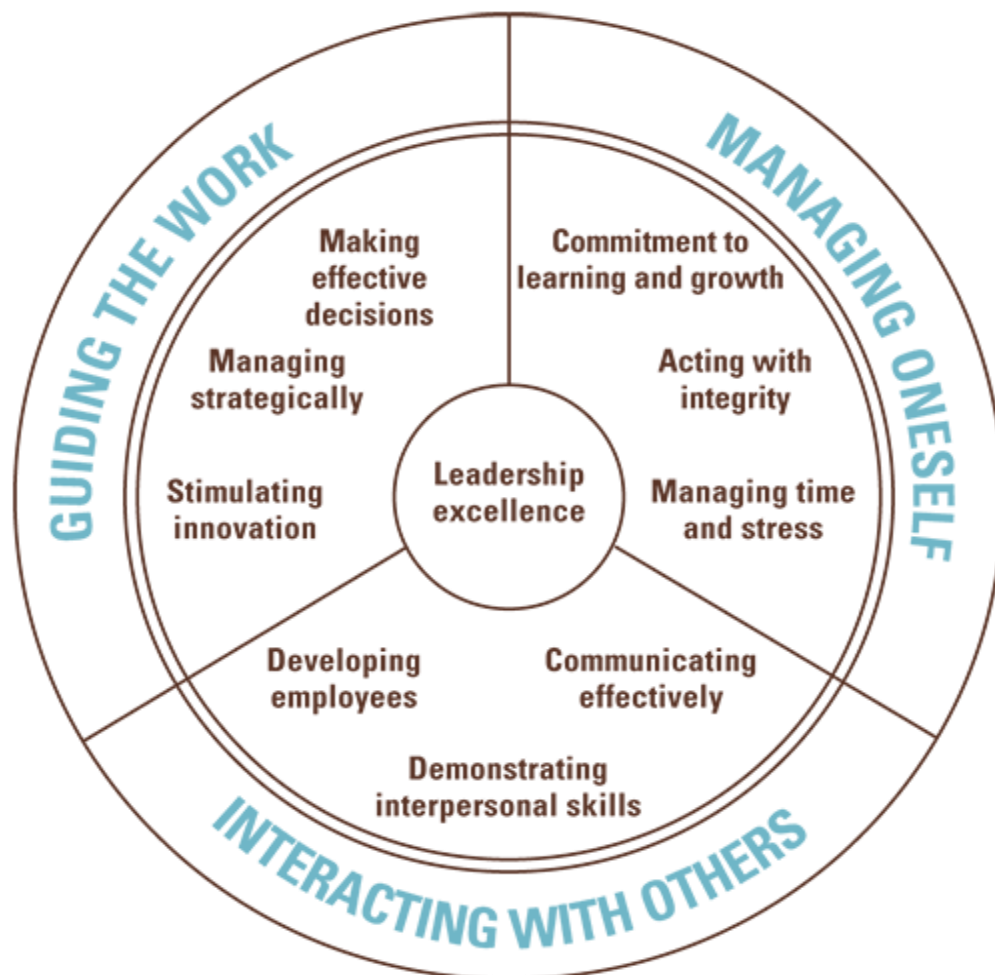


Fig :3

4. Improving customer service- Most of the employees work in service sector. The jobs in the service sector, is very demanding. It requires continuous interaction with the organizations clients i.e. the customers. Management has to ensure that the employees do everything to satisfy the customers of the organization. The attitude and behaviour of an employee affects the customer satisfaction. Organizational Behaviour helps the managers to improve customer service and Organizational performance.

5. Improving people skills- Organizational Behaviour helps in better management of business as it helps in improving the skills of the people. It provides insight into the skills that the employees can use on the job such as designing jobs and creating effective teams.

6. Innovation and Change- Organizational Behaviour helps in stimulating innovation and change. Employees can either be a hurdle or an instrument of change. It is Organizational behaviour which fosters ideas and techniques to promote innovation and change by improving employee's creativity.

7. Work life balance- Organizations that do not help employees to achieve work life balance will not be able to retain their most talented employees. Organizational behaviour helps in designing flexible jobs which can help employees deal with work life balance issues.

8. Promoting ethical Behaviour- Sometimes the organizations are in a situation of ethical dilemma where they have to define right and wrong. It is Organizational Behaviour which helps an important role by helping the management to create such a work environment which is ethically healthy and increases work productivity, job satisfaction and Organizational citizenship behaviour.

9. Creating a positive Work Environment- Organizational behaviour helps in creating a positive work environment in today's where competitive pressures are stronger than before. OB helps to develop resilience, human strength, and it fosters vitality.

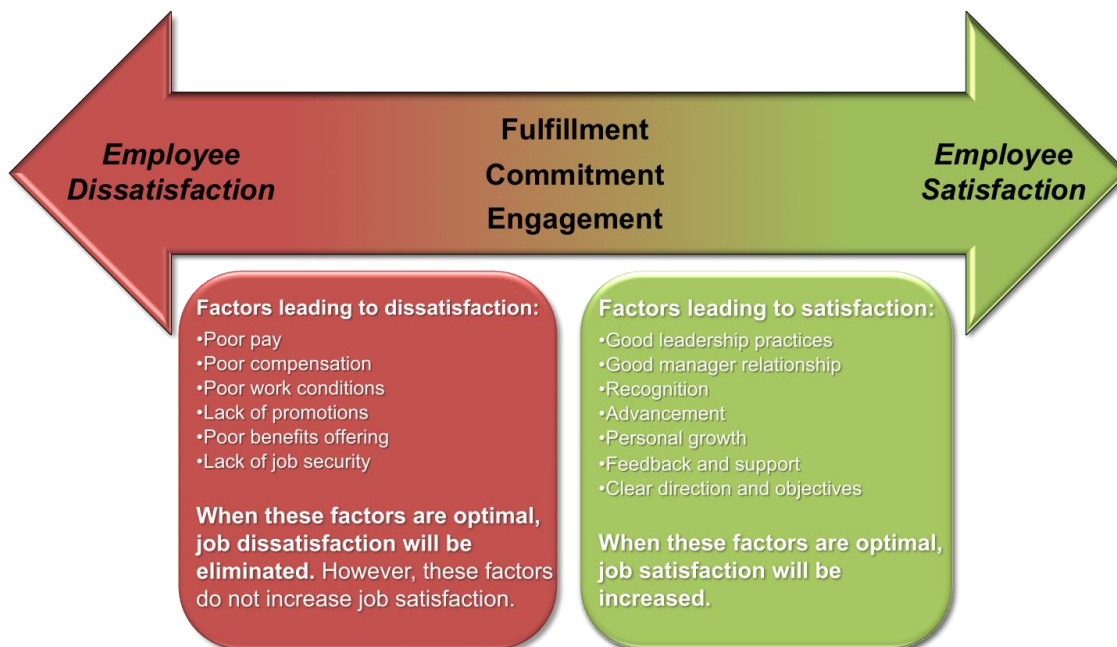


Fig:4

V. CONCLUSION

Without a good organisation, effective administration to be maintained impossible. Organisation permit delegation of authority. It allows, therefore, management by exception and avoids management by crisis. Jobs are described sharply, and so confusion in the organisation and duplication of efforts are avoided. Therefore, organizational behaviour plays an important role in running the business. It is that field of study that reflect the impact that individuals, groups and structure have on behavior within an organization and applies that knowledge to make organizations work more effectively.

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