



## UNIT-2

### **Organisational Behavior**

#### **Definition and need of OB:**

Organizational Behavior (OB) is a field of study that examines the behavior of individuals, groups, and structures within an organization and how they interact to influence organizational effectiveness. At its core, OB seeks to understand human behavior in the workplace and apply that understanding to improve organizational performance. It draws from various disciplines such as psychology, sociology, anthropology, and economics to analyze factors that impact employee behavior and organizational outcomes.

The need for studying Organizational Behavior is paramount in today's complex and dynamic business environment. Firstly, OB helps organizations understand and manage the diverse range of human behaviors exhibited by employees, which is crucial for fostering a positive work culture and enhancing employee satisfaction. By understanding individual differences in personality, attitudes, and motivation, organizations can tailor management practices to meet the needs of their workforce, leading to higher levels of engagement and productivity.

Secondly, OB provides valuable insights into group dynamics and interpersonal relationships within organizations. Effective teamwork and collaboration are essential for achieving organizational goals, and OB theories offer strategies for building cohesive teams, resolving conflicts, and promoting effective communication.

Thirdly, Organizational Behavior helps organizations navigate change and adapt to evolving business environments. In today's fast-paced world, organizations must be agile and responsive to market shifts, technological advancements, and changing customer preferences. OB theories such as contingency theory and systems theory offer frameworks for understanding how organizations can adapt their structures, processes, and strategies to thrive in turbulent times.

Furthermore, studying OB equips managers and leaders with the knowledge and skills needed to effectively lead and motivate their teams. Leadership theories within OB provide insights into different leadership styles, decision-making processes, and methods for influencing employee behavior. By applying these theories, managers can inspire trust, empower employees, and foster a culture of innovation and continuous improvement.