



UNIT-2

Organisational Behavior

Nature of Organizational Behavior (OB):

Organizational Behavior (OB) is a comprehensive field that integrates knowledge from psychology, sociology, anthropology, and management to understand human behavior within organizations. At its core, OB focuses on the individual, group, and organizational levels of analysis. It recognizes that people are the primary drivers of organizational success and seeks to understand their behavior, motivations, attitudes, and interactions within the workplace context. OB emphasizes the human side of organizations, acknowledging that factors such as personality, perception, learning, and motivation significantly influence individual and collective behavior. By studying OB, scholars and practitioners gain insights into how organizations can effectively manage their human resources to enhance performance, foster innovation, and create a positive work environment.

Individual Behavior: OB examines how individual characteristics, such as personality traits, attitudes, values, and perception, influence behavior in the workplace. For example, understanding how personality traits like extraversion or conscientiousness affect job performance and job satisfaction is a central focus.

Group Dynamics: OB investigates how individuals interact within groups and teams. This includes studying communication patterns, leadership styles, decision-making processes, conflict resolution, and group cohesion. Group dynamics play a crucial role in shaping organizational culture and effectiveness.

Organizational Structure and Culture: OB explores how organizational structures, policies, and cultures impact behavior and performance. Organizational structure refers to the formal arrangement of roles, responsibilities, and reporting relationships within an organization. Organizational culture encompasses the shared values, beliefs, norms, and practices that guide behavior and shape the work environment.

Leadership and Power: OB delves into the role of leaders in influencing employee behavior and organizational outcomes. It examines different leadership styles, such as transformational, transactional, and servant leadership, and their effects on employee motivation, satisfaction, and performance. Additionally, OB explores power dynamics within organizations and how they influence decision-making and employee behavior.

Motivation and Job Satisfaction: OB investigates the factors that drive employee motivation and job satisfaction. This includes studying theories of motivation (e.g., Maslow's hierarchy of needs,



Herzberg's two-factor theory) and examining how factors such as job design, rewards, recognition, and organizational culture impact employee engagement and satisfaction.

Organizational Change and Development: OB addresses how organizations manage change and foster continuous improvement. This includes understanding resistance to change, implementing change initiatives effectively, and promoting organizational learning and development.

Workplace Diversity and Inclusion: With an increasing focus on diversity and inclusion, OB explores how organizations can create inclusive environments that value and leverage diversity. This involves understanding the dynamics of power, privilege, discrimination, and bias in the workplace and implementing strategies to promote diversity, equity, and inclusion.