

13/2/19 : Lecture-5 (KB)

~~Attitude~~ Attitude - It is one's feeling or opinion about a person, incident, action or objects. The term inclination will best suit to explain attitude. Inclination of an individual's thought to rely upon a person's events or actions is termed as attitude.

The attitude of an individual generally remains unchanged for a prolonged period of time unless he/she is influenced by external factors.

Types of attitudes -

Organizational behaviour focuses on 3 attributes -

1. Job satisfaction
2. Job involvement
3. ~~OB~~ Organizational behaviour.

1. In the field of OB, job satisfaction is one of the most imp and ~~widely~~ widely studied attitude. Acc. to Edwin A. Locke, it is the pleasurable or positive emotional state that results when one evaluates his/her job experience. Job satisfaction results when an individual perceives that his job provides him what is important to him.

- Job satisfaction is an emotional response to the job.
- The job satisfaction that an individual derives from his job depends on the extent to which the outcomes meet his ~~expect~~ expectations.
- Job satisfaction reflects the other attitudes of the employees.

Acc. to P.C Smith, ~~the~~ L.N Kendali and C.L. Hulin, there are 6 job dimensions that represent the most important characteristics of a job and elicit favourable or unfavourable responses from employees.

- The work itself.
- Pay
- Promotional opportunities.
- Supervision
- Co-workers
- Working conditions.

Outcomes of job satisfaction -

For years, management researchers and practitioners have tried to find out the impact of employee-job satisfaction on organizational effectiveness.

Relationships →

- **Satisfaction and productivity** - Though many ppl assume that there is a positively relationship b/w satisfaction & productivity, research results have shown that there is no strong relation b/w satisfaction & performance. There are other mitigating factors like rewards that increase productivity.
- **Satisfaction and turnover** - Research has indicated that only a moderate relationship exist b/w satisfaction & turnover. High job satisfaction will not eliminate employee turnover but will only help reduce the turnover.
turnover - leaving the company.
- **Job tenure** is another factor that has an impact on ~~ten~~ tenure. An individual's commitment in an organization also affects the relationship b/w job tenure and turnover. The country's economy and economic scenario ~~in the country's econ~~ affect the company's turnover.
- **Satisfaction & absenteeism** - A high level of job satisfaction leads to low absenteeism & a low level of job satisfaction results in high absenteeism.
- **Job involvement** - It is a new concept in the field of OB. It refers to the extent to which a person identifies himself psychologically with his job, actively participates in it & considers that his performance in the job contributes to his self worth.