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- ① Organizational behavior has included two terms in it ~~therefore~~ ~~the~~ organization and Behavior. Organization is a group of people who are collected to work for a common goal with collective efforts. Behavior is a physical or verbal response shown by a person. Organizational behavior is the observation of individual and/or group behavior in response to the other individual or group as a whole. It studies behavior of people or group to know their attitude toward particular circumstances.

Importance of organizational behavior:

- ① It brings co-ordination which is essential essence of management.
- ② It improves goodwill of the organization.
- ③ It helps to achieve objectives quickly.
- ④ It makes optimum utilization of resources.
- ⑤ It facilitates motivation.
- ⑥ It leads to higher efficiency.
- ⑦ It improves relations in the organization.

Individuals bring a no of differences to work. They have a variety of values, personalities & attitudes, when they enter into an organization, their stable or transient characteristics affect how they perform when conducting environment.

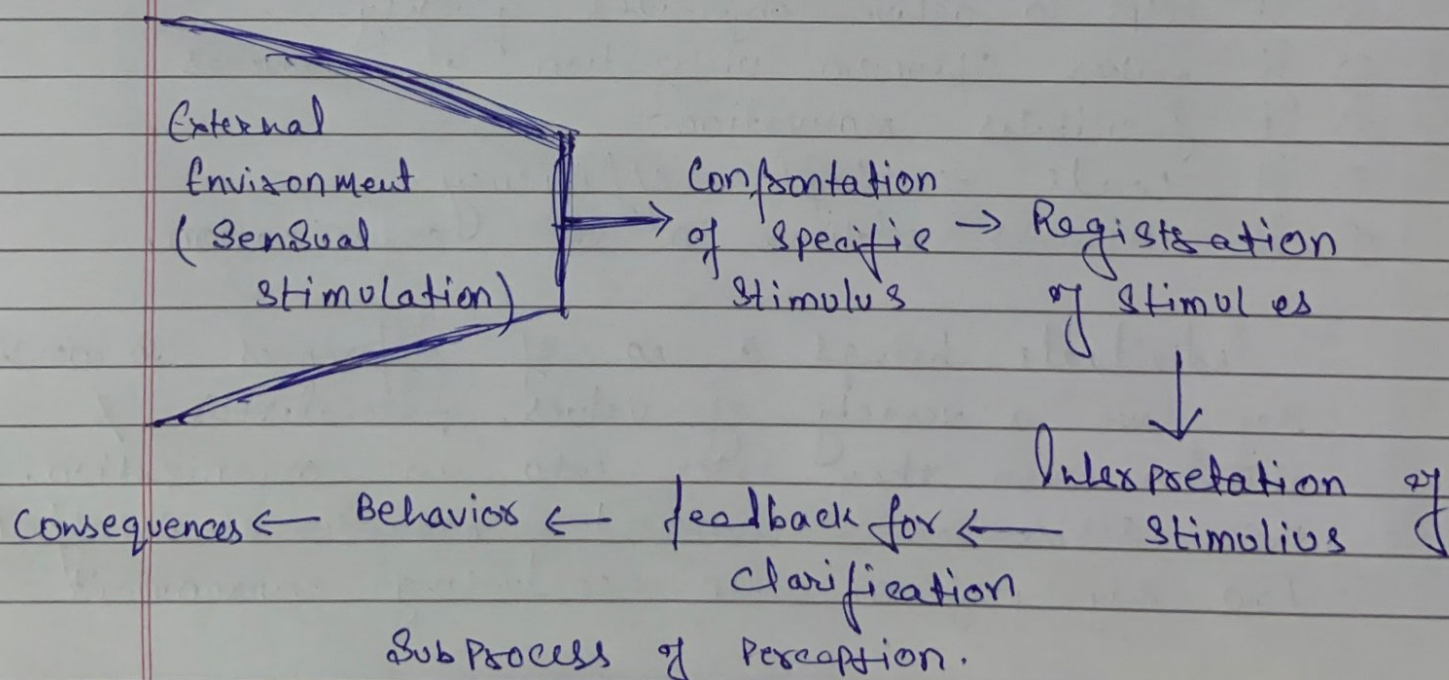
Scanning during a Planning Process a manager's perception does the information that is absorbed and processed. Leading effectively requires an understanding of employees personality values. Absenteeism can challenge a manager's ability to control costs & performance.

∴ It is important for managers to understand the individual characteristics that matter for employee & manager behaviour.

② Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the environment in which he lives.

The process of perception includes several subprocesses which are:

Stimulus or situation, registration, interpretation, feedback, behaviour and consequence

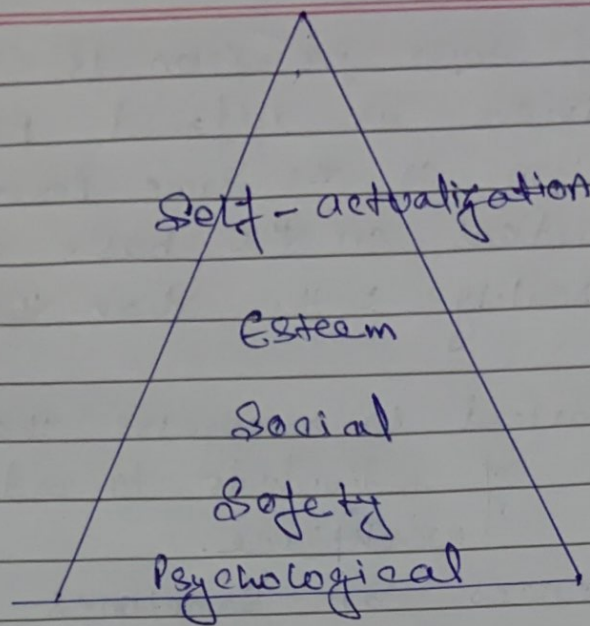


The Significance of Proper Perception is Crucial in organizational behaviour as different people respond to the same situation or the same person responds to different situations on the basis of their perception about reality rather than the reality itself.

Hence, it is important to recognise the differences in the perceptions of individuals to understand their behaviour at the workplace.

Perceptual differences can sometimes lead to conflicts in an organization and these differences can be resolved and work environment can be improved by understanding the processes and subprocesses of perception. In fact perception varies from organization to organization.

- ③ Maslow defined need as a physiological or psychological deficiency that a person feels the compulsion to satisfy. This need can create tensions that can influence a person's work attitude and behaviour. Maslow formed a theory based on his definition of need that proposes that humans are motivated by multiple needs and that these needs exist in a hierarchical order. His premise is that only an unsatisfied need can influence behaviour, a satisfied need is not a motivator.



Maslow's Hierarchy of Needs.

Criticisms:

- The needs as pointed by Maslow may not always follow a hierarchical order. For example, even if safety need is not satisfied, the social need for safety shall ~~emerge~~ emerge.
- Also the need priority model may not always apply at all times in all places.
- The level of motivation can be lower for some people so no matter the extent of need, that person will never be motivated.
- Need and Satisfaction of needs is a psychologic feeling. A person might not be aware of his needs, this may cause him to never be motivated.