

## CHAPTER 1 INTRODUCTION TO ORGANISATIONAL BEHAVIOUR

### **Meaning & definition of Organizational Behavior**

Organizational behavior is directly concerned with the understanding, prediction and control of human behavior in organizations. It is an area of study that investigates the impact that individuals, groups and structure have on behavior within organizations.

According to **Newstrom and Davis** , "Organizational behavior is the study and application of knowledge about how people act within an organization. It is a human tool for human benefit. It applies broadly to the behavior of people in all types of organization." –

According to **Stephens P. Robbins** , "Organizational behavior is a field of study that investigates the impact that individuals, groups and structure have on behavior within the organizations for the purpose of applying such knowledge toward improving an organization's effectiveness."

According to **Keith Davis** quoted as "Organizational Behavior is the study and application of knowledge about how people act within organization."

**Fred Luthans** defines "Organisational behaviour is directly concerned with the understanding, production and control of human behaviour in organisations."

### **Importance of OB**

Organizational Behavior (OB) is crucial in understanding and managing how individuals and groups behave within an organization. Its importance lies in several key aspects:

- 1. Improved Productivity:** Understanding OB helps organizations create a positive work environment, leading to increased employee productivity and performance.
- 2. Effective Communication:** OB concepts promote effective communication and teamwork, reducing conflicts and enhancing collaboration among employees.
- 3. Employee Satisfaction:** It helps identify factors that contribute to job satisfaction, which, in turn, can lead to higher retention rates and lower turnover.
- 4. Leadership Development:** OB theories assist in developing effective leadership skills and styles, improving the overall leadership within an organization.
- 5. Change Management:** Organizational behavior provides insights into how employees react to change, facilitating smoother transitions during periods of change or restructuring.

# Importance Of Perception In Organisational Behaviour Pdf

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