

ORGANISATIONAL BEHAVIOUR

GROUP 9

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APPROACH TO RESEARCH AND ACADEMIC COMMUNICATION



AGENDA

- ▶ Introduction and Definition of Organisational Behaviour
- ▶ Influence on OB
- ▶ OB concepts and theories
- ▶ Characteristics of OB
- ▶ Opportunities and challenges for OB
- ▶ Model of Organisational Behaviour
- ▶ Case study
- ▶ References

INTRODUCTION

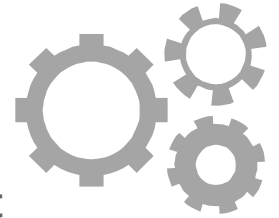
- ▶ Organisational behaviour defines the ways people act within the group. Organisational behaviour includes, increasing job satisfaction, improving job performance, increasing leadership and promoting innovation
- ▶ Organisational behaviour is understanding of individuals and group behaviour and patterns of group behaviour and patterns of structure in order to help improve organisational effectiveness and performance.

INFLUENCE ON OB



The individual

In organisation behaviour the individual is a central feature of organisation. Management needs to integrate with the individuals to provide a working environment that allows the satisfaction of individuals as well as the attainment of the organisation goal



The environment

The environment surrounded by the organisation has also influence on organisational behaviour. The behaviour of the organisation and the individuals started to change when there is globalisation, and organisation needs to respond to different market demand and local requirement.

The organisation

Group and organisation interact within the structure of the formal organisation. Management play a vital role in order to establish good relationship between groups and individuals



The group

Group exist in all organisation and are essential to their and performance. In many ways people in group influence each other and may develop their own hierarchies and leaders within the organisation.



OB CONCEPTS AND THEORIES

1



Attitude

Theory of cognitive dissonance: This theory seeks to link the relation between employee attitudes and behaviour.

2



Personality

Job fit theory: Explains the big six personality types which are: Realistic, Investigative, artistic, social, enterprising and conventional

3



Motivation

(Maslow hierarchy of need, Theory x, y, Goal theory): All explain what motivate individuals at work

4



Perception and decision making

Attribute theory: This explains how people are judged following a certain attribute in their behaviour.

5



Leadership

Trait theory: This seeks to throw lights on leaders individual traits to those of the employers.

CHARACTERISTICS OF OB

Practical Discipline

Unlike like normal science which focuses on fundamentally study, OB bases itself on practical/applied study.

1

4

An Interdisciplinary Method

OB tends to study human behaviour at work. It tries to understand why people behave in a certain way n respect the different personalities.

Normative Discipline

It brings forth study approaches to help achieve organisation objectives through the understanding of people's wants and needs in the organisation.

2

5

Complete scheme Method

A method that tries to comprehend the complexity of man in an organisation and find solutions.

Distinct field of Investigation

OB is a distinct study as it uses theory but carry out other disciplinary functions.

3

6

Humanistic and positive Approach

It believes humans will give better performances if given favourable conditions to work



CHALLENGES AND OPPORTUNITIES FOR OB



GLOBALISATION



WORK DIVERSITY



WORK – LIFE BALANCE



**CONTINUOUS
INNOVATION
AND CHANGE**

CHALLENGES AND OPPORTUNITIES FOR OB



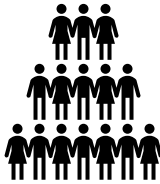
GLOBALISATION

Challenges

- ▶ Cultural differences

Opportunities

- ▶ Develop new behavior, adapt management style



WORK DIVERSITY

Challenges

- ▶ Adapt to people who are different in the organisation

Opportunities

- ▶ Recognising and addressing individual differences



WORK – LIFE BALANCE

Challenges

- ▶ Stress
- ▶ Work – life balance > job security as priority

Opportunities

- ▶ Designing work places and jobs



CONTINUOUS INNOVATION AND CHANGE

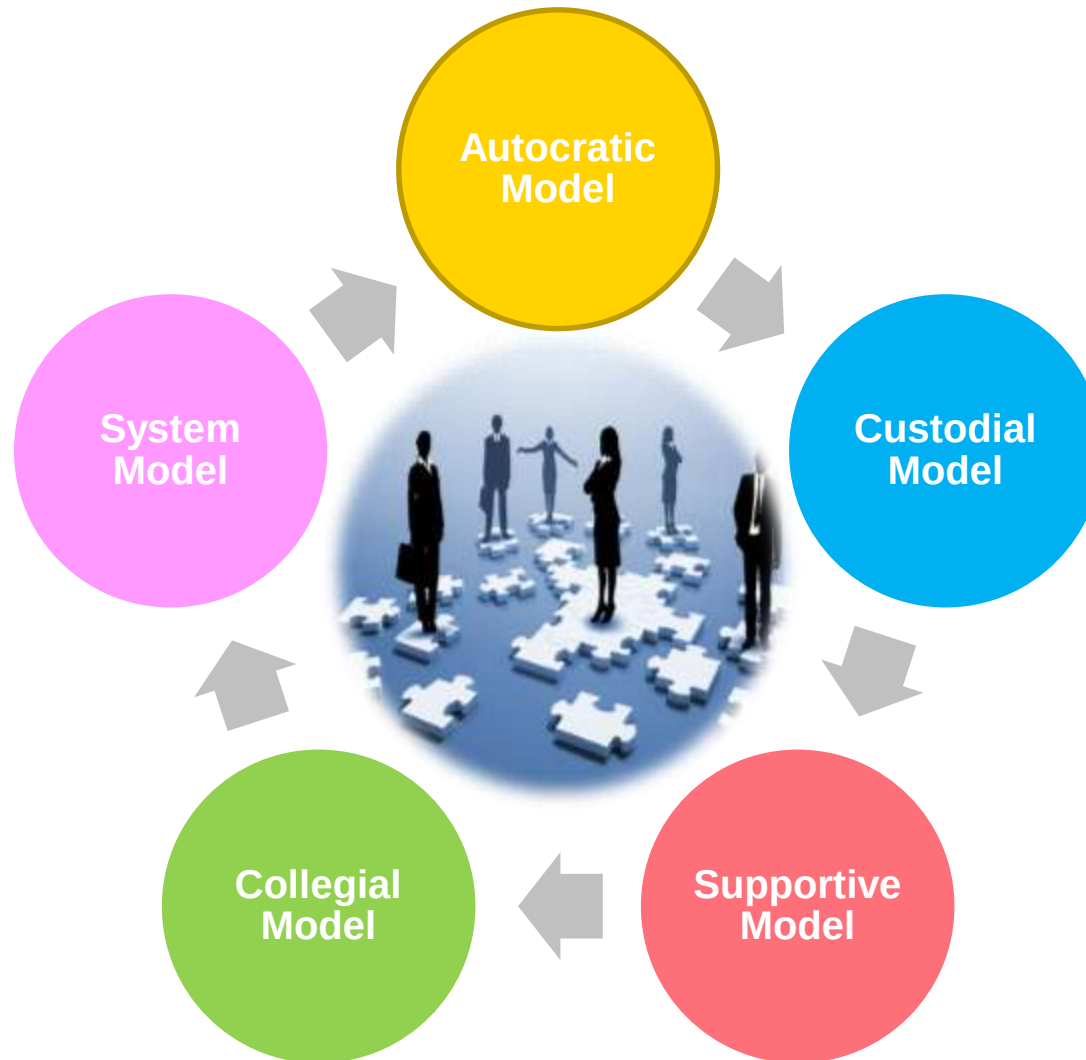
Challenges

- ▶ Resistance to change

Opportunities

- ▶ Stimulating creativity

MODEL OF ORGANISATIONAL BEHAVIOUR



MODEL OF ORGANISATIONAL BEHAVIOUR



Autocratic Model

- Relies on **POWER**, which allows the manager's or owner's to exercise power to dictate and make decisions while employees must obey the orders.
- The leadership is negative in this model, because the employees are uninformed, insecure and afraid.



Custodial Model

- Depends on **ECONOMIC RESOURCES**, where the employees are offered varieties of facilities and benefits (incentives or rewards).
- In this model employees are secure, satisfied and happy.



Supportive Model

- Depends on **LEADERSHIP**, where managers supports and motivate their employees through the establishment of the manager and employee relationship.
- This model takes care of the psychological needs of the employees in addition to their subsistence and security needs.

MODEL OF ORGANISATIONAL BEHAVIOUR



Collegial Model

- This model relies on **PARTNERSHIP**, which express the notion of working together as a team, where there is no boss and also no subordinates.
- The employees take the responsibilities of their job, as they feel it as their obligation to do so.
- Under this model, the employees have job satisfaction, job involvement, job commitment and some degree of fulfilment.



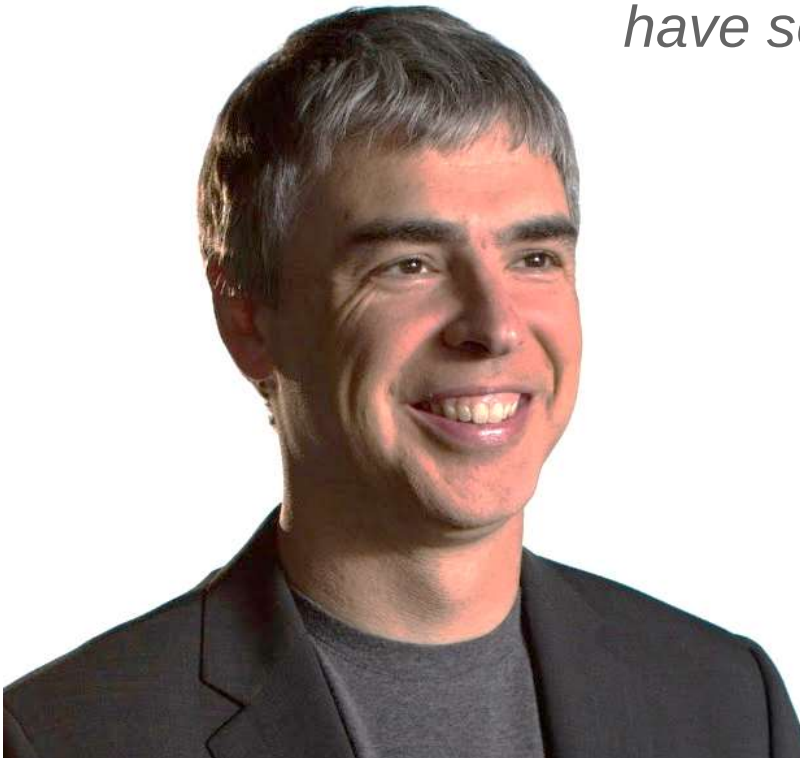
System Model

- Depends on **TRUST AND SELF-MOTIVATION** in which Managers protect and look after their employees to develop a positive workplace culture, which leads to organisational success and dedicated employees.
- Managers are more compassionate and caring towards their employees
- Managers try to build up the positive work culture, where the employees feel more at ease and work as if they are working for their family.
- Employees feel more emotionally and psychologically part of the organisation and become more responsible for their actions.

CASE STUDY - GOOGLE

“ *If we were motivated by money, we would have sold the company a long time ago and ended up on a beach* ”

(Page in Hartmans, 2017)



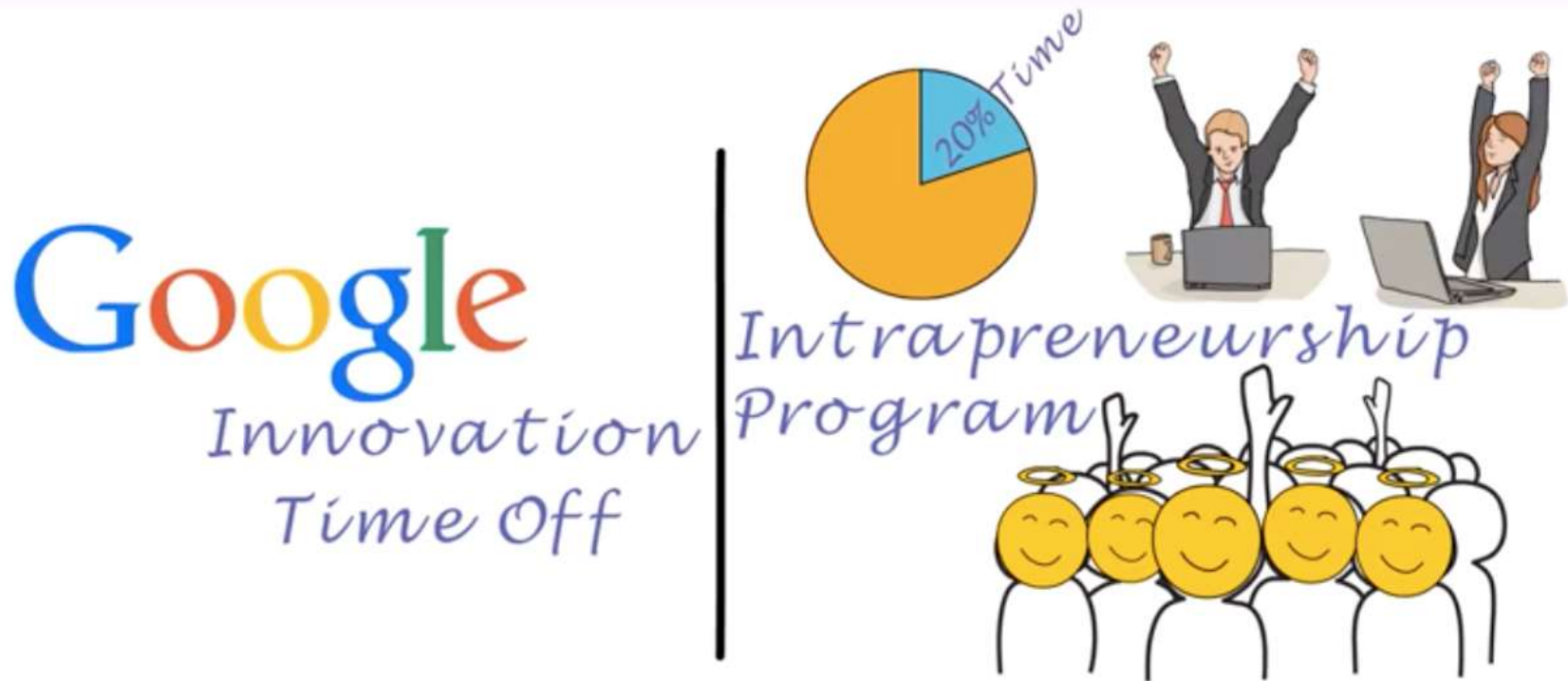
CASE STUDY - GOOGLE

Following System Model

- ▶ Freedom at work
- ▶ Belief in employees: “we are family”
- ▶ Seek responsibility and imagination: Innovation Time Off
- ▶ Self-motivated employees: increases 12 percent in productivity



CASE STUDY - GOOGLE



CASE STUDY - GOOGLE



CASE STUDY - GOOGLE



GOOGLE'S 37% INCREASE IN EMPLOYEE HAPPINESS
= faster and more effective work productivity



CONCLUSION

- ▶ *In a nutshell, Organisational Behaviour is one of those important factors that organisations must put in place to survive in a hyper competitive environment*



THANK YOU

Any questions now welcome!



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