

Role of Organization behavior in Organization efficiency

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Organizational behavior significantly impacts a company's performance. An organization is inherently dependent on its workforce, and employees play a pivotal role in realizing the company's goals and objectives. No person in the world behaves alike in similar situation. So, it is very important to observe the behavior of employees in the organization to get to achieve the organization goals. Human behavior could be individualistic or group and optimistic or negative which affects the performance of the organization. Secondary data (Textbooks, internets, journals and articles) were used for this study. The findings established that organizational behavior has an impact on organizational performance in each and every organization.

Keywords: Organizational behavior, organizational performance, action, goals.

Introduction

Organizational Behavior (OB) is a complex and challenging field of study because it deals with the behavior of individuals and groups within organizations. The study of organizational behavior aims to provide frameworks and insights to help organizations and managers better understand and influence behavior of the individuals within organizations. An individual may behave differently in similar work situations due to their unique personalities, backgrounds, and experiences. Hence, it is essential to understand human behavior in particular situation. Managers play a crucial role in organizations by translating the vision and goals set by senior leadership into action. They are responsible for assigning tasks, allocating resources, and overseeing the activities of employees to ensure that the organization's objectives are met.

Managers are also responsible for efficiently allocating resources such as personnel, budget, time, and materials to maximize productivity and achieve organizational goals. Effective resource allocation is essential for the success of any organization. In today's interconnected world, many organizations operate on a global scale. This means that managers must navigate the challenges and opportunities presented by a global market, including dealing with diverse cultures, time zones, and regulatory environments. Organizational Behavior has gained immense significance for managers as it provides valuable insights into comprehending human behavior. Otherwise; it is very difficult to achieve the target of organization. Globalization has presented big challenges in front of managers of organization. In the era of globalization, business world faces various changes in work place such as number of women employee increases, corporate downsizing, increase in strength of temporary workers. Technology is also changing very fast. Businesses have to adopt latest technology for its survival. Managers must prioritize their understanding of organizational behavior concepts. By doing this, they can effectively enhance productivity, minimize absenteeism, reduce employee turnover, and address unexpected workplace behaviors. Additionally, they can foster increased organizational citizenship behavior and boost job satisfaction. Employee performance and job satisfaction stand as pivotal factors in achieving both individual and organizational objectives.

Concept of Organization behavior

Organizational behavior pertains to the examination of individuals' actions within an organization and how these behaviors impact the organization's overall performance. Consistent employee absenteeism and turnover have adverse effects on productivity. Employees who frequently miss work cannot contribute

effectively to productivity, potentially impeding the organization's growth. Similarly, employee turnover leads to increased production costs. Job satisfaction plays a pivotal role in evaluating an individual's or employee's performance in their role. Contented employees tend to execute their tasks efficiently and contribute to cultivating a positive workplace culture within the organization. An organization comprises numerous individuals working together in teams, and these teams collectively form various departments such as production, finance, marketing, and personnel. All these departments collaborate within a formal organizational structure to achieve organizational goals. Therefore, it is imperative for all employees to harbor a positive attitude towards their work, creating a harmonious atmosphere and successfully accomplishing their assigned objectives. It falls upon managers to cultivate an appropriate work culture. The utilization of specialization, delegation of authority to subordinates, task division, effective communication, job redesign as necessary, and other crucial factors are instrumental in ensuring that an organization operates efficiently and effectively. These principles are relevant to all forms of organizations, whether they are manufacturing companies, service providers, or social institutions. In order to manage the conduct of individuals within an organization, a manager must possess the capability to comprehend, forecast, assess, and influence human behavior. This capacity is significantly influenced by the manager's knowledge, expertise, and experience in managing diverse groups of people in a variety of situations. Forecasting human behavior requires taking preventative measures. The organizational culture, job design, value system, emotional intelligence, and work environment are major factors that affect how people behave. It also involves encouraging a sense of unity and motivation to help the organization's goals become accomplished. There is a requirement for dedication to the continual and incremental management should be a part of business operations.

Organizational effectiveness

A successful organization should provide top-notch products and services at reasonable prices. Furthermore, organization is required to meet the needs of its stakeholders. Stakeholders must satisfy with an organization's effectiveness. Managers have a responsibility to ensure the satisfaction of stakeholders. They are accountable for the seamless operation of the organization. The study of organisational behaviour focuses on how people and groups interact inside a company and how these interactions impact, how well the company performs in relation to its aim or goals. For instance, Organizational behavior often places primary focus on employee productivity. Research in organizational behavior has shown that motivated employees tend to be more productive, and such motivated employees contribute to increased profitability for the company. Nevertheless, organizational behavior can also center on how businesses can more effectively manage, influence, and improve behavior to achieve desired outcomes, such as enhanced productivity, employee well-being, or workplace satisfaction. The primary emphasis of organization behavior is on the facets of human behavior crucial for organizational performance. It assesses human behavior at the individual, group, and organizational level and helps in enhancing organizational efficiency.

Role of Organizational Behavior

Organizational Behavior provides a multitude of recommendations to guide management in appropriately prioritizing the human element to attain organizational objectives. The human factor is not merely a tool within the organization rather it constitutes the cornerstone of its existence. According to researchers, since people interact inside an organization, their relevance in managing the organization should be appropriately

emphasized. Now, employees are not motivated only with money factor. There are many more or multi factors—
motivation factors—
this assumes greater significance. The evolving behavioural pattern argues that these traits ought
to be the foundation of organization process and structure. Thus, it is essential to managers that they
must understand the human behaviour patterns and mould them to accomplish the organizational goals.
Managers derive advantages from organizational behavior in the following manners:

1. Understanding Human Behavior:

An organization is inherently connected to its people, and it wouldn't exist without them. To gain insight into the organization they oversee, managers must initially grasp how the individuals who compose the organization behave. Organizational behavior serves as the tool that assists managers in comprehending human behavior in all facets of human interaction. OB offers a framework for comprehending human behavior at various levels, including the individual, interpersonal, group, and intergroup levels.

(i) Individual Level

The primary focus of the behavioral sciences is on the study of individual behaviour. It tries to find out the reasons why and how an individual behaves in a particular manner in a particular situation. Every individual behaves differently in similar situation. Several psychological, social, and cultural factors influence an individual's behavior. OB integrates these factors and provides simplicity in understanding human behavior.

(ii) Interpersonal level:

Behavioral sciences also facilitate the comprehension of interpersonal behavior within organizations. A two-person relationship is expected in organizations. Human is kind of social being. The most inherent kind of socialisation for a man is interpersonal engagement.

The managers can gain a deeper understanding of people and themselves by studying behavioural sciences. This will also help in enhancing communication amongst people.

(iii) Group level:

An individual exhibits distinct behavior both as an individual and when functioning as a part of a group. Group norms frequently shape and tailor an individual's behavior. The performance is affected synergistically by group behavior. The organizational process is being studied alongwith group formation, conduct and interactions. Group dynamics can be used by management to improve teamwork, leadership, and morale.

(iv) Intergroup Level

Organizations are made up of many different departments, which makes interactions more complicated. Understanding the behavior of the group is crucial for managers. Group collaboration, coordination and conflicts have an impact on group performance. Through interaction, member rotation, avoiding the win-lose scenarios and focusing on overall group objectives. Organizational behavior assists managers in fostering cooperative group relationships.

2. Influencing the Human Behavior

Managers can influence behavior through the implementation of guidance and the exercise of control. The manager's next task is to influence behaviour to adhere to the standards necessary to achieve the organization's goals after studying human behaviour in the workplace.

Managers can guide behavior by implementing control measures and providing directives. Once

they have comprehended human behavior within the workplace, the manager's subsequent responsibility is to exert influence on behavior, ensuring alignment with the standards essential for accomplishing the organization's objectives.

The following ways that organisational behaviour helps managers in influencing human behavior:**[i]**

Motivation:

Motivation is the important part of management. For continued work, motivation in an organization is crucial. Humans work not just for monetary gain but also for job happiness. In an organization, a manager's primary role is to achieve goals by effectively directing the efforts of others. Success in a managerial position often hinges on the manager's ability to inspire team members to actively contribute to the attainment of organizational objectives. Organizational behavior plays a crucial role in aiding managers to understand the desires, needs, and various factors that influence employee motivation. To motivate and incentivize subordinates, managers employ a combination of both monetary and non-monetary rewards.

[ii]Leadership

Management is assisted by leadership in getting people to behave in a way that meets the organizational goals. A competent leadership is a needed for the growth and survival of the organization. Organizations consistently embrace leadership principles to facilitate the seamless operation of their activities. Leadership development involves employing characteristic, objective, and situational approaches. Successful organizational outcomes are contingent upon the appropriate style of leadership. A proficient leader optimally leverages all available resources, including the human element, to achieve the organization's objectives. Leadership acts as the link between individuals, groups and other organizational components.

[iii]Communication:

Communication serves as the medium through which individuals engage with one another, forming the bedrock of any organization. Efficient communication is indispensable for organizational efficiency. Organizational behavior scrutinizes the factors influencing communication to enhance its effectiveness.

[iv]Organizational atmosphere:

The organizational atmosphere plays a vital role in achieving the goal of organization. It represents the collective impact of all organizational circumstances that influence human behavior. Management increases employees satisfaction by providing good working conditions. But, Organizational behavior takes into account the entire organizational atmosphere rather than just focusing on enhancing physical working conditions, or increasing employees' satisfaction .

3.Organizational Change and Development:

Organizational development is required for the change and development of individuals. Technological, political and social changes force organizations to evolve accordingly. Manager can easily enforce changes in the organizations with the help of behavioral science knowledge. Good communication system can be helpful for implementing changes. It is crucial to highlight the benefits of the change and ensure that information is disseminated to all individuals who could potentially be affected by it. Organisation atmosphere can be maintained with effective supervision, adequate pay, improved tools, two way communication and demographic leadership.

Organizational behavior plays a pivotal role in fostering an environment of collaborative leadership, bi-directional communication, equitable compensation, and improved job-related resources. Ultimately, it can be asserted that organizational behavior significantly contributes to enhancing organizational efficiency. With the study of organizational behaviour, manager can easily understand human behaviour and achieve desired goal in specific period.

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