

## A LOOK INTO ORGANIZATIONAL BEHAVIOR

The study of human behavior in an organization is known as organizational behavior (OB). It is a multidisciplinary field that studies individual and group behavior, interpersonal processes, and organizational dynamics. All management functions, roles, and skills rely on OB. Because organizations are made up of levels - individual, group, and organizational system as a whole - managers must understand human behavior in order to meet the organization's overall goals. Over the course of studying this unit, I discovered several key learning areas that are meaningful, interesting, and relevant to my work. The study of organizational behavior emphasizes on improving job satisfaction, enhancing performance, promoting innovation and fostering good leadership qualities.

In today's business world, organizational behavior is extremely important. Organizational behavior can be better understood and predicted by studying OB. It also helps in understanding the nature and actions of individuals within an organization. It is essential to encourage employees and sustain interrelationships inside the organization.

Organizational behavior holds great significance as it helps the employees with multiple benefits for the employees. Organizational behavior assists in the development of skills. This involves employees' ability to become more efficient and their use of knowledge. The study of organizational behavior also improves the work skills of managers and other employees. Understanding consumer purchasing behavior is also a significant aspect of improving the marketing process. Organizational Behavior helps one to understand the foundations of motivation and various methods for appropriately motivating people. To effectively manage employees, it is necessary to have a thorough understanding of their personalities. We can use organizational behavior to figure out whether employees or people are introverts, extroverts, motivated, domineering, etc. Management may train and motivate staff to maximize resource use by knowing this. Organizational behavior contributes to the organization's goodwill.

Moving forward, Challenges and opportunities for organizational behaviors are massive and rapidly changing for improving productivity and meeting business goals. Optimum challenges and opportunities are;

1. Improve People's Skills
2. Improving Quality and Productivity
3. Total Quality Management
4. Managing Workplace Diversity
5. Responding to globalization
6. Empowering People
7. Coping with temporariness
8. Stimulating Innovation and Change
9. Emergence of E-Organization & E-Commerce
10. Improving Ethical Behavior
11. Improving Customer Service
12. Helping Employees Balance Work-Life Conflicts
13. Flattening World.

organizational Behavior helps managers create ethical organizations in 5 steps;

- Top Management Leads Ethics by Examples: Having top managers and leaders lead by example is one of the most prominent methods for firms to demonstrate their commitment to developing an ethical company culture. Top management's behavior is viewed by employees as an example of the type of behavior that the organization considers acceptable in the workplace. Because actions speak louder than words, it sends a favorable message to employees when top leaders act ethically.
- Communicate Clear Expectations of organizational Code of Ethics: Companies that develop and distribute a formal code of ethics convey a clear message to their employees about what is expected of them. A code of ethics, often known as a code of conduct, describes the organization's core beliefs and ethical rules, which everyone is expected to follow. The dress code should state that it covers appearance, attitude, and behavior. Cultural norms and expectations are also inferred from the surroundings and can be easily observed.
- Key Components of Ethics Training Program: Formal ethics training sends a powerful message about a company's ethical position. Seminars, seminars, and other ethical training programs reaffirm the organization's norms of conduct and define which acts are acceptable and which are not. Situational examples aid in addressing potential ethical concerns. Employees can benefit from workshops to improve their problem-solving abilities. Peer or mentor consultations may be included in trainings.
- Reinforce Behavior You Want, and Don't Reinforce Behavior You Don't Want: Corporate culture is always established from the top to bottom. Managers' ethical behavior should be examined as part of their annual performance reviews. Specific inquiries on how their decisions compare to the code of ethics should be included in their evaluations. Top executives should be judged on the methods they use to attain their ethical objectives, as well as how the methods lead to the desired outcomes
- Provide Protection for Employees: Most employees, especially those who work for a company with high moral and ethical standards, will desire to do the right thing. Anyone who witnesses unethical behavior in others at the organization may find it difficult to disclose it. Companies can ensure their employees that they can report unethical behavior without fear of losing their employment or receiving any type of retribution or consequence in a number of ways. In these cases, an objective third party such as an ethics counsellor, ethics officer, ombudsman, or ethics consultant can be beneficial. An ombudsman can obtain the tools and resources needed to assist with a consultation or investigation into an ethical issue.

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### المطلوب:

- تحليل المقال واستخراج الأفكار الأساسية.
- استخراج أهم المصطلحات المرتبطة بالسلوك التنظيمي ثم ترجمتها إلى اللغة العربية "الترجمة الصحيحة حسب التخصص".