

# Chapter 1

## The Nature and Scope of Organizational Behavior

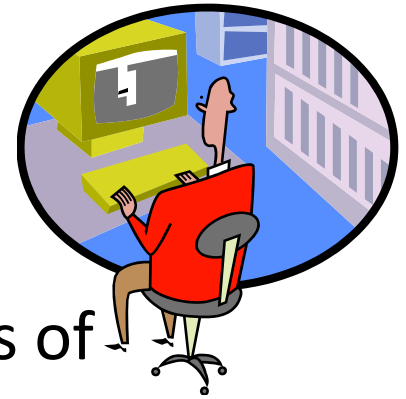


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# What Is Organizational Behavior?

- ▶ OB is the study of *human behavior in the workplace, the interaction between people and the organization, and the organization itself.*
- ▶ The goals of OB are to explain, predict, and control behavior.

# Research Methods in OB



- ▶ Case study (subjective but provides loads of information)
- ▶ Experiment (the most scientific method)
- ▶ Field experiment (experimental method applied to live situation)
- ▶ Meta-analysis (quantitative review of studies that is widely used today)

# Quantitative vs. Qualitative

- ▶ Quantitative research involves collecting data, followed by statistical analysis.
- ▶ Qualitative research involves researcher interacting with data source, such as interviewing or observing.
- ▶ Qualitative research good for exploring ideas, making sense of data.

# Why Study OB?

- ▶ Development of interpersonal (soft) skills
- ▶ Personal growth via insight into others
- ▶ Enhancement of individual and organizational effectiveness
- ▶ Sharpening and refining common sense (common sense is often wrong)

# A Brief History of OB

- ▶ Classical approach to management (scientific management and administrative management)
- ▶ Hawthorne studies (workers respond to attention)
- ▶ Human relations movement (treat workers well to boost productivity)

# A Brief History of OB (*continued*)

- ▶ The contingency approach (examine individual and situational differences before taking action)
- ▶ Positive organizational behavior (focus on measurable strengths of workers to improve performance)
- ▶ The Internet and social media era

# A Brief History of OB (*continued*)

- ▶ The Internet and social media era now includes artificial intelligence (AI)
- ▶ The New-Age Workplace (human-friendly, accommodates digitalization of work and collaboration)



# Model for Developing OB Skills

- ▶ Learner uses (1) Conceptual knowledge and behavioral guidelines, (2) conceptual information and examples, (3) experiential exercises, (4) feedback on skill utilization, and (5) frequent practice.
- ▶ The result is skill development in organizational behavior.

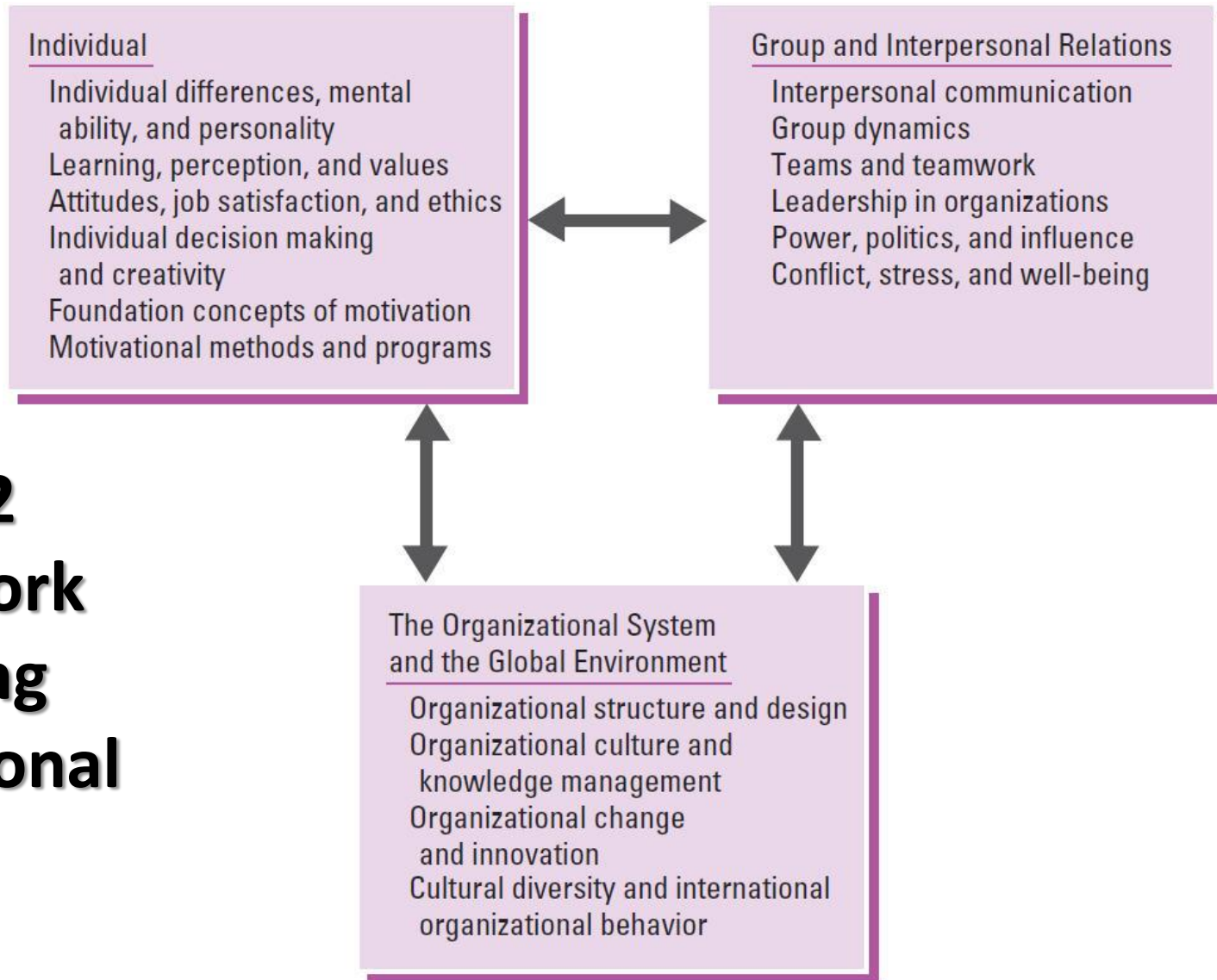
# Chapter 1

## Figures



# FIGURE 1-1 A Model for Developing Organizational-Behavior Skills





**FIGURE 1-2**  
**A Framework**  
**for Studying**  
**Organizational**  
**Behavior**