
EFFECT OF ORGANIZATIONAL BEHAVIOUR ON CORPORATE EFFECTIVENESS

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ABSTRACT

The design of work as well as the psychological, emotional, and interpersonal behavioral dynamics that influence organizational success are all covered under organizational behavior. Management is critical in organizational behavior since it is focused with the study of overseeing operations and monitoring people to fulfill certain duties regarding the efficiency of the company. Management places a premium on the planning, implementation, and coordination of various projects. For business effectiveness, administrative and organizational structures are necessary. While individuals and groups have their own unique perspectives, incorporating skills, knowledge, beliefs, goals, and attitudes into the organization, and so influencing it modifies or restructures individuals and groups by its structure, culture, policies, and politics, on the other hand, power, processes, and the roles that employees in the organization are supposed to play. There were 125 participants in this exploratory research project, and the results revealed a strong positive link between the variables of interest. Because of time constraints and a lack of current relevant literature, the study was never comprehensive; consequently, more research could be done to evaluate the association between personality characteristics and performance in the public sector, which is less productive than the private sector. Organizations should provide emotional intelligence programmes for their members as a key pattern for boosting cooperative behavior and corporate effectiveness, according to the findings of this inquiry.

Keywords: Evolution Co-operative behaviours; Organizational dynamics; Leadership behaviours; Emotional intelligence; Personality characteristics; Organizational structure; Organizational culture; Behavioural dynamics; Psychological empowerment; Positive organizational behavior; Vanity fair

I. INTRODUCTION

An organization is a dynamic social structure that is influenced by both internal and external variables. To improve its effectiveness, an organization relies on basic perspectives on task, people, technology, and structure. The study of individual and collective behaviors inside businesses, as well as the application of this knowledge to improve corporate effectiveness, is known as organizational behavior. It is directly involved in and primarily focused with the understanding, prediction, and control of human behavior in organizations, as well as the provision of appropriate organizational and management behavior patterns. The fundamentals of systems thinking, as well as group dynamics, are emphasized in organizational behavior. It is willing to be a part of vision and inspiration in individual behavior, as well as how to improve managerial performance through an integrated and coherent strategy. It examines interpersonal and leadership behaviors in relation to teams, cultural diversity, and ethics in companies, and promotes human behavior toward enhancing corporate effectiveness as a systematic study of the nature and culture of organizations. Corporate

effectiveness is a metric that measures how well an organization performs in terms of growth, efficiency, and sustainability. In regard to its goals, an organization is effective when it is able to achieve its goals in terms of the triple-bottom-line. Because human behavior is crucial to performance and corporate effectiveness, organizational behavior is particularly interested in the distinctive behavior displayed by an individual within an organization. As a result, organizational behavior seeks to understand why one person behaves favorably to a circumstance while another reacts badly to the same event. It also explores why, although being handled in the same way, two or more distinct employees executing the same activity produce significantly different results. To this level, organizational behavior is not only concerned with improving the effectiveness of organizations; it is also a field that seeks to improve knowledge of behavior in organizational settings through the scientific study of individual, group, organizational, political, and power processes, with the goal of improving both organizational and individual well-being. (Sidle, 2008; Strohmaier, 2013; Swanson, 2015; Williams and Anderson, 1991).

Human behavior is at the heart of organizational behavior and corporate effectiveness, but it is also the most challenging component of management. Individuals differ in their value systems, perceptions, personalities, and cultural backgrounds, making it difficult, if not impossible, for everyone to generate the same results under the same managers and supervisors. In order to attain corporate effectiveness, managers must have this viewpoint on individual variances. The issue for management in International Journal of Economics and Financial Research 122 organizations is to discover ways to fit individuals and groups into the organizational environment while also providing possibilities for effective performance that leads to overall company effectiveness.

The purpose of this study was to look at the link between organizational behavior and company performance.

II. LITERATURE REVIEW

Literature Review

Individual behavior and group dynamics in organizations are referred to as organizational behavior. Organizational behavior, as per Nelson and Quick (2003), is primarily concerned with the psychological, interpersonal, and behavioral dynamics in organizations that are required for performance effectiveness. They believe that jobs, the design of work, communication, performance appraisal, organizational design, and organizational structure are all factors that influence human behavior at work, including organizational behavior. Organizational behavior is, by essence, both study and application driven. Personal, group, and organizational levels of analysis are the three primary levels of analysis in organizational behavior, according to Kreitner and Kinicki (2004). Individuals and groups bring their skills, knowledge, values, intentions, and attitudes into the organization, affecting it; on the other side, the organization alters or restructures people and groups through its own network of operations. Personality, organizational design, and job design appear to be variables that can have direct influence on human behavior, organizational behavior, and corporate success as an interdisciplinary discipline largely committed to better identifying and analyzing people in the workplace. The organization must be able to motivate its members in order to attain corporate effectiveness. The problem of organizational leadership, which is a crucial factor of organizational success, is closely linked to motivation as a management function. Effective leadership must be founded on understanding rather than skills alone, on mature relationships of mutual trust rather than manipulation, according to organizational behavior. It should be based on thorough communication rather than on flimsy verbal exchanges that may fail to convey intended meanings in the context. (Drucker, 2009; DuBrin, 2012; Hardre, 2013; Nazeri, 2011).

Personality and Organizational behavior

Personality is the sum of an individual's attributes, abilities, values, and morals that clearly expresses the uniqueness of his or her self. Personality, as per Feldman (2007), is the pattern of enduring qualities that distinguishes a person—those behavior patterns that distinguish each entity. Personality also influences a person's ability to behave consistently and reliably in a variety of situations and over long periods of time. Because personality is the individual's qualities and behaviors structured in such a way as to reflect the unique adjustment that the person makes to his or her environment, it is a significant measure in organizational behavior. An individual's personality, which is characterized by agility, knowledge, and other abilities, influences the way and manner in which he or she performs his or her duties (behavior). Work circumstances, availability of working supplies, and the task itself are examples of environmental elements that may influence an individual's performance (behavior) in the workplace. Actual performance will be determined by the person's integration with the surroundings (behavior). Actions or movements targeted at achieving a specific goal are referred to as behavior. All that is done may be noticed and has an impact on the company's productivity. This can be found within the idea of positive organizational behavior and its setting. (Hergenhahn and Olson, 1999; Luthans, 2002)

Organizational Design and Organizational behavior

Individuals and groups bring their skills and abilities to the organization and use them to influence it, but organizational structure plays a special role. Organizational design can be viewed in two ways. Initially, it is concerned with the formulation of the basic principles and concepts that underpin the examination of organizational structure as part of the subject of organizational behavior. Second, as a top management job that entails the construction of a suitable infrastructure by which an institution's functions are carried out. Organizational chart, job description or design, policies and procedures, all of which are important for business performance, are possible outcomes of such a top management action. Organizational structure, on the other side, includes a set of work roles that includes power and responsibility linkages as well as the administrative processes that manage and integrate work activities. This is a form of unifying mechanism that aims to bring individuals together and make them operate in harmony. In this situation, senior management's aim in organizational design is to develop an effective structure for the organization's participation that will ensure the achievement of the company's success. (Fritz, 1996; Shih et al., 2016; Torraco and Swanson, 2015).

Job Design and Organizational behavior

The methodical specification of the duties inherent in a job, the methodologies utilized in doing the job, and the link of the job to certain other jobs is referred to as job design. Essentially, job design is the process of identifying tasks and deciding the best methods for completing them. In addition, to achieve the optimum match between the employee and the profession, management must evaluate the interdependencies of the job and its procedures to the worker. Because it is considered that the tool and methods used to complete the task have an impact on eventual job performance, job planning is vital in organizational behavior and corporate effectiveness. The methods, tools, and procedures to be used are also determined by the aspects of the work or task. This means that the requirements of the task, the tools, and the employee's physical and mental exertion should all be balanced. Job expansion and work enrichment are two basic strategies in job design. Job enlargement basically entails expanding the job's range or loading it horizontally. Job expansion has the benefit of broadening a worker's skill set. It has been proven in academic studies to improve worker performance (behavior). Job enlargement, on the other hand, does not provide the worker authority over his work; in fact, some workers dislike expanded employment. Job enrichment, on the other hand, is at the

opposite end of the spectrum. Task enrichment entails providing the worker more control over what he or she is doing in order to increase the depth of the job or vertically load it. It has a greater scope than job expansion because it entails expanding a job's range as well as its depth. Accountability, achievement, and control are some of the elements linked to job enrichment. Accountability indicates that the employee should be held accountable for his or her work, and accomplishment means that the job should be tough enough for the employee to accomplish something meaningful. Regulating necessitates the worker's authority to discern and control the pace at which he or she performs in order to meet corporate objectives. Human resource management is a critical component of organizational behavior and corporate effectiveness because, while the board of directors (BODs) should verify that the institution's organizational chart, systems, and people are in place, the entire membership must be well inspired for optimum efficiency. It should be highlighted that good human resource management aids in the promotion and maintenance of company interests and reputation, and that if corporate objectives are met is determined by the actions and omissions of those assigned with relevant tasks. The combination of human behavior with business procedures and the environment, obviously, forms the foundation for overall corporate efficiency. (Fritz et al., 1998; Hellriegel et al., 2001; Lazaar, 2014; Schermerharm et al., 2011).

Emotional Intelligence and Organizational behavior

Emotional intelligence, which is sometimes referred to as the "revolutionary new science of success and human relationships," fosters emotional well-being by encouraging people to be happy, self-assured, self-aware, and resilient. It is the ability to recognise and use emotions productively in daily life and in organizations. This involves the acquisition of emotional regulation, or the ability to manage, monitor, and alter emotions in order to mold one's personality and behavior. Through the membership and leadership, emotional intelligence has a major positive impact on organizational behavior and the organization as a whole. (Mandell and Pherwani, 2003). Emotional intelligence is linked to constructive cooperative behavior as a psychological notion. In opposition to task completion, co-operative behavior is a type of contextual performance in academics, as per Nelson and Quick (2003). By preserving or developing the organizational, social, or psychological environment that promotes task performance, contextual performance contributes directly to organizational success. To put it another way, contextual performance increases the social-psychological quality of the workplace and has unique links to personality traits and cognitive capacity. In a study, they discovered that cognitive capacity was linked to cognitive tasks instead of contextual performance. Conscientiousness, extroversion, as well as agreeableness, on the other hand, were found to be substantially linked to cooperative behavior. As a result, personality variables do have an impact on cooperative behavior, but it is dependent on organizational emotional intelligence as well as the quality of the workplace's organizational, social, and psychological setting (Lepine and Dyne, 2001). Cherniss and Caplan (2001), who emphasize the link between organizational behavior and emotional intelligence, suggest that individual, group, interpersonal, and organizational characteristics are all important components of organizational behavior. They claim that chief executive officers' (CEO) intervention tactics are among the elements that impact organizational behavior and performance in organizational selection procedure. Excellent performance appraisal systems paired with successful training and development, according to the notion of emotional maturity, will only affect organizational leadership practices aligned with them. Excellent organizational management systems, which are required for company effectiveness, are linked to leadership in this context. Despite the fact that organizational leaders may believe that individual and organizational capacity for continuous learning is a critical competitive advantage, external factors frequently shift their focus away from this problem, resulting in poor individual and group efficiency. As a result, attracting the attention of leaders in order to have organizational personnel engaged in quality work is

vital and will add to company effectiveness in the long run. Leadership is a key emotional maturity skill that has a significant impact on organizational membership and performance. It also influences company behavior and effectiveness to a large extent (Lam and Kirby, 2002; Warner, 1994; Zhang et al., 2017). Organizational life, according to Goleman (2006), is a form of vanity fair in which individuals who wish to advance might do so by appealing to the vanity of their superiors. As a result, businesses must devise strategies to compel executives to listen to workers and consider the perspectives of others when making decisions. Executives who do not value employee input will likely remain isolated behind their desks, surrounded by a wall of colorless sycophants who will gladly support them no matter what they say or do. Organizational successors' emotional intelligence, charisma, and competencies impact task requirements, people, basic structure, and organizational culture to improve company effectiveness, according to the International Journal of Economics and Financial Research 125.(Ashkanasy and Daus, 2005; Avino, 2013; Avolio, 1999; Bass, 1998; Caruso et al., 2002; Daus and Ashkanasy, 2005; MiGOI et al., 2017; Munir and Azam, 2017; Sparr et al., 2017)

III. CONCLUSION

Personal and group behavior in businesses, as well as how they affect corporate effectiveness, is the focus of organizational behavior. The fundamentals of system thinking, as well as group dynamics, are emphasized in organizational behavior. It is particularly concerned with the impact of perception and motivation in individual behavior, and it promotes a more integrated and coherent management strategy. Personality is important in organizational behavior because it shows the individual changes people make to operate in a consistent manner in order to meet organizational goals. Company culture, as represented in values, provides incentives for higher productivity in the context of organizational behavior. Corporate building blocks such as organizational structure and materials support corporate effectiveness because the company's longevity can only be sustained if correct structures are in place.

Further research could look into the relationship between personality traits and performance effectiveness to see if there are any ways to better match the man to the task in order to improve organizational sustainability.

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