## Reasons for Studying Organizational Behavior

Organizational Behavior is concerned with the study of what people do in an organization and how that behavior affects the performance of the organization.

[**OB studies put the focus on motivation**](https://www.iedunote.com/motivation-process), leader behavior and power, interpersonal communication, group structure and processes, learning, attitude development and perception, change processes, conflict, work design, and work stress.

OB draws heavily from behavioral and social sciences, most importantly from psychology.

There are [**several practical reasons, why we study Organizational Behavior**](https://www.iedunote.com/why-study-organizational-behavior);

1. OB is the study of learning how to predict human behavior and, then, apply it in some useful way to make the organization more effective. It helps in the effective utilization of people working in the organization guarantees the success of the organization.
2. OB helps the managers to understand the basis of motivation and what he should do to motivate his subordinates.
3. OB helps to maintain cordial industrial relations which help to increase the overall productivity of the industry.
4. It helps greatly in improving bur inter-personal relations in the organizations.
5. It helps managers apply appropriate motivational techniques in accordance with the nature of individual employees who exhibit a learning difference in many respects.

## Conclusion

Organizational Behavior is the study and application of knowledge about how people, individuals, and groups act in organizations. It does this by taking a system approach.

That is, it interprets people-organization relationships in terms of the whole person, the whole group, the whole organization, and the whole social system.

Its purpose is to build better relationships by achieving human objectives, organizational objectives, and social objectives. OB encompasses a wide range of topics, such as human behavior, change, leadership, teams, etc.

Organizational behavior has a great impact on individuals and also in organizations that cannot be ignored. In order to run the businesses effectively and efficiently, the study of organizational behavior is very essential