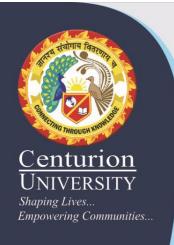


Approaches to the study of OB

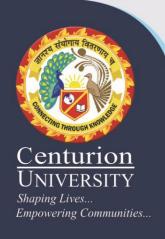
- The following are the various approaches to the study of OB-
- 1. Human Resource Approach
- 2. Contingency Approach
- 3. Universal Approach
- 4. Systems Approach
- 5. Productivity Approach
- 6. Interactionalism



Importance of OB

(1) The study of OB helps an individual to understand himself and others in a better way.

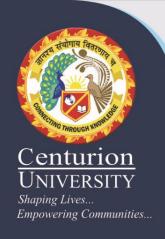
- (2) The knowledge of OB helps managers know individual employees better and motivate employees to work for better results.
- (3) (3) OB tackles human problems humanly. It helps understand the cause of the problem, predicts its future course of action and controls its evil consequences.



(4)The most popular reason for studying OB is to learn how to predict human behaviour and then apply it in some useful way to make the organization more effective.

(5) OB helps managers how to manage human resources efficiently in the organization.

(6) OB theories and concepts help us influence organizational events.



(7)OB help us make sense of the workplace and to some extent predict what people will do under various conditions.

- (8) OB provides a road map to our lives in the organization.
- (9) OB uses scientific research to help us understand and predict organizational life.

(10)OB is helpful in the field of marketing.