



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## 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



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## 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.



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

- (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.



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

- (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.