

How Human Behavior Plays an Important Role in the Success of an Organization?

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Abstract

Recognizing human behavior is critical for good organizational management. Leaders may build a healthy work environment that promotes collaboration and productivity by identifying the influence of human behavior on workplace interactions. Furthermore, acknowledging the significance of human behavior in forming work ethic and attitude toward the job enables firms to establish tactics to encourage employees and ensure their pleasure, ultimately leading to higher success for the organization. Employers must prioritize motivated, enthusiastic, and dedicated employees for high commitment and quality work. Negative behaviors, like lack of ambition, poor communication, and resistance to change, hinder progress and reduce success. A positive work atmosphere promotes motivation while discouraging destructive behaviors. Managers and leaders must understand human behavior to create a healthy work environment promoting collaboration, productivity, and innovation. Setting specific objectives and goals for their employees should be prioritized since it provides clarity and direction. Encouraging strong communication among team members is critical because it enables effective collaboration and problem-solving. Furthermore, providing opportunities for growth and development inside the firm promotes healthy human behavior by constantly inspiring people to improve their abilities and attain their maximum potential. Open communication between employees and management fosters trust, collaboration, and exchanging ideas, comments, and concerns, fostering strong working relationships. Employees feel respected and heard when open communication is encouraged, which leads to tremendous enthusiasm and productivity among team members. Furthermore, when employees feel comfortable discussing their thoughts and opinions, management can acquire valuable insights. Encouraging open and honest communication is critical for employees and management to prosper in a collaborative workplace. Respect and hearing at work increased job satisfaction, loyalty, and engagement. This increases organizational commitment, motivates active participation, and fosters open communication and trust. Acknowledging employees' opinions and ideas fosters a culture of open communication and trust.

Keywords: *Commitment, Human Behavior, Motivation, Organizational Management*

Introduction

Human Behavior pertains to why the individual acts (Betterhelp, 2023). Understanding human behavior in an organization will allow the management to know more about their employees and how they can interact with them. It exposes patterns of behavior, motives for decision-making, and different behavior toward another person (Betterhelp,2023). According to Duminica (2020), the behavior of a person or a group cannot be stable since it depends on the effect of either internal or external factors and depends on the motivator. She even mentioned that the motivation to continue within a context and enhance performance is the primary purpose of managing and recognizing a group or individual behavior. Motivation is what drives human actions (Kendra, 2023). It initiates and guides the behavior to reach a specific goal. Motivation involves aspects that lead and sustain goal-directed activities, frequently inferred from observed behaviors, despite their rarity and necessitating inference.

Effective relationships, communication, and cooperation are critical to organizational performance, and they may be enhanced by understanding and utilizing organizational behavior (Borrego, 2022). Employees react differently to communication and behavior depending on the company's structure, culture, values, and goals. They work better with colleagues and bosses who complement their skills. Understanding organizational behavior aids middle management in the formation of effective teams and effective communication with frontline staff (Borrego, 2022). According to Ali (2023), Valuing and respecting employees boosts engagement and commitment, while poor workplace conduct negatively impacts productivity, morale, turnover, and employee retention. Understanding employee behavior is crucial for organizational success, as compatibility leads to more accessible work and long-term success (Rabha, 2023).

According to Kopp (2023), the academic study of group interactions and their influence on corporate operations is known as organizational behavior. It focuses on the overall structure of the firm as well as resource management. Companies can collect data by observing behaviors, interactions, and decision-making processes in real-life contexts and conducting case studies. These strategies assist businesses in improving their operations and comprehending the intricacies of their enterprises.

Human Behavior

According to Nature News (2023), how an individual reacts, and interacts are called human behavior, which, Hartzbech et. Al. (2023) added that human behavior involves action, reasoning, and emotions. Physiological sensors are used to watch and quantify actions, whereas cognitive sensors are thoughts and mental representations we carry. Emotions are transient, conscious experiences defined by high mental activity and sensations, often in a positive-to-negative range. Individuals may observe their surroundings, listen to their inner wants, and behave effectively when they engage correctly. It is not easy to discern cause and effect, but a quick rush of delight (feeling) accompanied by an inward realization (cognition) can result from activity.

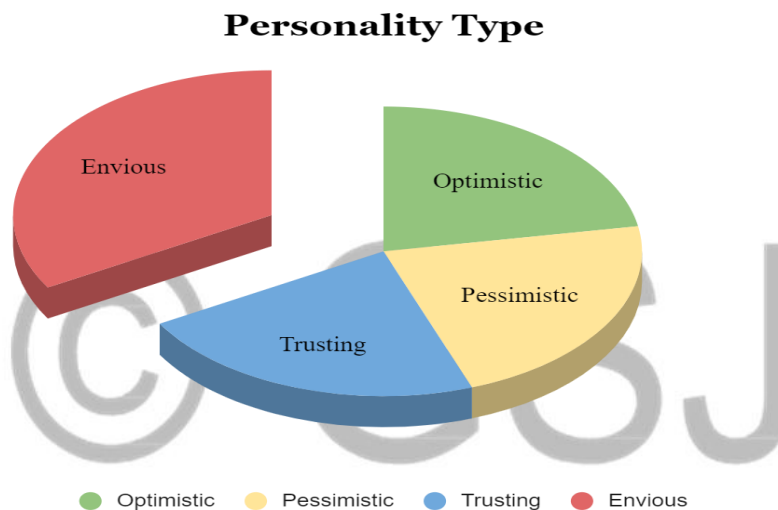


Figure 1.0 Personality Type (UC3, 2016)

UC3 M's (2016) study shows four basic personality types, categorized as Envious, Optimistic, Trusting, and Pessimistic. 30% of the overall population of the sample respondents are envious, while pessimistic, trusting, and envious are just 20%. According to Ohio State University, the study of the mind and behavior of a person is called Psychology. Psychologists evaluate and comprehend why someone behaves and thinks that way. There are two points of view when analyzing human behavior, overt and covert (Sayed, 2019). A behavior that is visible and what happens outside a human being is called overt, for instance, watching a movie or playing games. On the other hand, covert means that it is not visible to the naked eye, hence, thinking. The environment creates a stimulus, and it is human nature to respond to that stimulus.

Motivation

According to Cherry (2023), motivation is why a person reacts to something. It is the driving force behind human conduct. It directs, initiates, and sustains goal-directed activity and serves as a way for an individual to work hard for their goals; it is what sets their way towards that goal. Family can motivate individuals in a work environment, with extrinsic motivation focusing on task completion and intrinsic motivation rewarding efforts like overtime pay.

Cherry (2023) mentioned that motivation guides an individual as to why they are doing something out of context. According to Tina (2023), 15% of the overall employee population said they feel engaged at work.

87% said that they do not feel that they need to resign from their prospective companies; however, 39% feel unappreciated at work, and people are considering quitting their job for other possible offers, which is 81%. In addition, 87% expect a work-life balance in the company they are working for right now, and 66% stay because of incentives. Perkbox (2020), employee motivation refers to a company's devotion, passion, and creativity during workdays. Maintaining and improving workplace motivation can be challenging, but businesses must devise tactics to keep employees engaged and monitor their motivation.

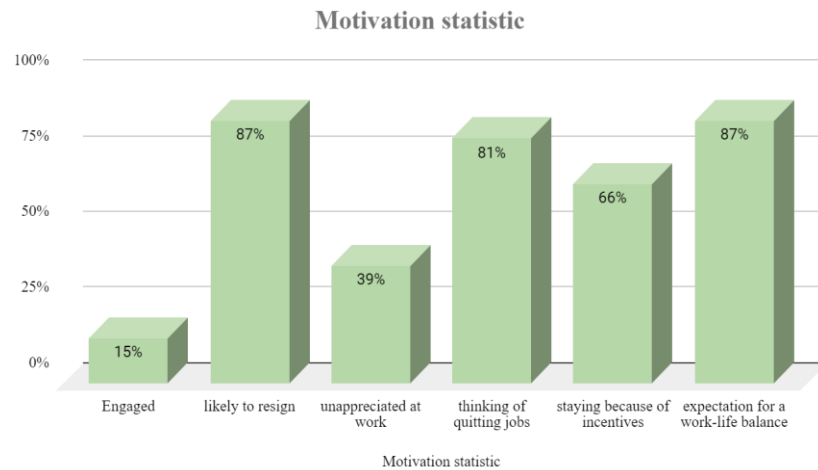


Figure 2.0 Motivation Statistics (Tina, 2023)

Theories of Motivation

Motivation theories are complicated, attempting to explain why people are driven to attain their goals. They range from Maslow's hierarchy of needs to Herzberg's two-factor theory, with some emphasizing incentives and punishments and others emphasizing internal elements such as personal fulfillment and self-esteem. Understanding motivation requires acknowledging that there is no one-size-fits-all solution, as each individual is unique. A holistic approach considers all elements influencing behavior, following Maslow's hierarchy of needs theory. People's motivation develops from physiological demands such as food and shelter to higher-level wants such as fulfillment and personal development. Despite criticism, this theory offers insights into motivation

for achieving goals (McLeod, 2023). Physiological demands are biological necessities for human living, whereas safety needs include environmental protection and stability. Social ties, such as friendship, closeness, trust, and acceptance, are required for love and belonging. Esteem needs are self-esteem and the need for others' reputation or respect. Realizing human potential, self-fulfillment, and progress are all aspects of self-actualization. Maslow ranked physiological requirements first, with other needs becoming secondary until they were addressed. Nickerson (2023) states that Job satisfaction and discontent exist on two scales, each with its characteristics.

Two significant elements contribute to job satisfaction and dissatisfaction: hygiene considerations (wage, working conditions, job security) and motivators (recognition, success, personal growth). While hygienic elements can help to minimize unhappiness, they do not always result in contentment. Motivators push people to be content and fulfilled at work. This notion has aided firms in creating a healthy work atmosphere and motivating their staff.



Roles of Human Behavior on Success of Organization

Human behavior is critical to the success of any business. Herzberg's two-factor theory



contributes to a better understanding of employee contentment and discontent. Focusing on motivators such as recognition, achievement, and personal improvement enables employees to contribute to the organization's success. Addressing hygiene issues such as compensation, working environment, and job security avoids employee unhappiness and guarantees staff focus on their task without interruptions—a

comprehensive approach to human behavior and motivation results in a joyful, engaged, and motivated workplace. Organizational behavior studies human interactions inside organizations to uncover drivers and influencers for improved results and corporate goals. It investigates the

processes that control these relationships, finding and encouraging behaviors necessary for organizational survival and performance (Howlader,2019).

Organizational behavior focuses on eight objectives: Satisfaction with work, identifying suitable individuals, company culture, management, dispute settlement, improved comprehension of staff members, creating effective managers, developing an effective team, and increased efficiency. Understanding these objectives helps organizations identify factors that can impact job satisfaction, finding the right people, maintaining a clear identity, Encouraging management, proactive behavior, and innovative problem-solving, improving comprehension of individuals, building successful managers, creating an effective team, and attaining enhanced efficiency. By implementing these principles, organizations can achieve their visions and goals, leading to higher productivity and reduced turnover. Organizational behavior serves various organizations, individuals, groups, and stakeholders, ensuring a positive and productive work environment (Howlader, 2019). According to Meier (2020), Five behaviors impact productivity: interpersonal skills, drive, dependability, cooperation, and exceeding expectations.

Organizational management involves managing people, requiring understanding their thoughts, actions, and feelings in both individual and organizational contexts. Studying organizational behavior is crucial for achieving goals and long-term success. This knowledge can help future managers become effective and efficient (Nwosu,2021). According to the University of Michigan, employee behavior is crucial to organizational performance, and human resources play a vital role in aligning these behaviors with the company's aims and values. Positive attitudes, solid work ethics, and outstanding communication skills describe a successful workplace. Harmful habits like lack of responsibility, poor time management, and breakdowns in communication have an unfavorable influence on a company's HR team, which includes job evaluation, applicant screening, training, and communication.

The Relevance of the Theories of Motivation to Current Business Scenario in Oman

Motivation theories are critical as companies compete to recruit and keep bright individuals in Oman's fast-rising economy. Organizations may use Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory to comprehend employee motivations better and develop methods that boost work happiness and productivity. Offering professional development and advancement meets higher-level requirements for respect and personal development, whereas fair remuneration

and recognition programs address security and belonging. Implementing motivation theories leads to a more engaged workforce, positively impacting the organization's overall success. According to A-Iamrani (2020), Motivation is crucial for achieving organizational goals, whether profit or non-profit. It meets employee needs, creating drive and satisfaction and increasing productivity.

Maslow and Herzberg's hierarchy of requirements incorporates components of cleanliness and motivation, as well as fulfillment of one's potential, confidence, relationships, safety, and fundamental necessities. A study in Oman conducted by Alrawahi et al. (2020) mentioned in one of his studies that several factors affect dissatisfaction at work. Due to a lack of hygienic elements and Hertzberg's theory motivators, work dissatisfaction arises, and hospital management must deal with these factors to further improve motivation and happiness at work.

Furthermore, motivation theories may give valuable insights into employees' wants and aspirations, which can be utilized to design customized rewards and incentives that promote performance and job satisfaction. Organizations, for example, can use Maslow's Hierarchy of needs theory to identify and meet employees' fundamental physiological and safety requirements and higher-level wants like social belongingness or self-esteem. This all-encompassing approach to motivation helps create a pleasant work atmosphere in which individuals feel valued, encouraged, and empowered to attain their most significant potential.

The Relevance of the Theories of Motivation to Current Business Scenario – Global Perspective

Motivation theories such as Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory are crucial in today's global business environment. Organizations must understand employee motivations and satisfy their demands for security, belonging, and professional progression to remain competitive and retain top talent. Fair salary and recognition programs build a healthy work environment. At the same time, career advancement options assist individuals in meeting their higher-level requirements for esteem and self-actualization. Investing in employee development and well-being develops an exceptional culture that benefits firms and employees. Knowledge Hut (2019), Motivation theory studies an individual's motivation and how it drives behavior, affecting personal and professional aspects. Motivation leads to more productive personnel, which is critical for the company and management. Also, Motivation is a psychological condition that encourages all persons to accomplish their maximum potential while being cheerful and optimistic.

The motivation theories mentioned here help people comprehend what factors produce motivation. It is the leader's responsibility to guarantee that every member of the staff and the company has the drive and enthusiasm to do what they can to succeed. It is never easy or fast, but the potential advantages of satisfied staff members significantly exceed the time and energy required to encourage them (KnowledgeHut, 2019). Motivations aid an organization's success by assisting managers and leaders in determining what motivates their employees and what they can do to retain those top employees. As a result, Perkbox (2020) stated that with motivation, companies have increased production and output, and the organization may fall short of critical targets. Employee motivation is the devotion, enthusiasm, and inventiveness a corporation displays during the workday. It is critical, yet it is tough to track. Companies must maintain and enhance employee motivation by keeping them engaged, monitoring, and nurturing.

Additionally, Perkbox (2020) states that to enhance employee happiness, leaders should set clear visions, communicate tasks' reasons, set targets, recognize and reward great work, provide autonomy, create a welcoming environment, offer benefits, encourage teamwork, and support wellbeing. Addressing mental, emotional, and physical health is essential for maintaining wellbeing and productivity. Implementing these strategies can create a positive and productive work environment.

Conclusion and Recommendation

Human conduct involves action, cognition, and emotions, with four personality types: envious, optimistic, trusting, and pessimistic. Psychology examines people's minds and behaviors from both overt and covert perspectives. Understanding motivation necessitates a multidimensional approach considering a job, happiness, company culture, leadership, conflict, resolution, employee understanding, influential leaders, a good team, and increased productivity. Long-term success and supporting future managers rely on organizational behavior studies. A successful workplace requires positive attitudes, work ethics, and strong communication skills. Organizations can use Maslow's Hierarchy of Needs and Herzberg's Two-Factor Theory to learn about employee motivations and develop strategies to boost work happiness and productivity. Offering professional development and advancement meets higher-level requirements for self-actualization, while fair remuneration and recognition programs address security and belonging. Implementing motivation theories results in a more engaged workforce, benefiting the firm's overall performance. Leaders must ensure that every team member is motivated and inspired to reach their maximum potential. Strategies include setting clear visions, articulating duties, setting

objectives, recognizing exceptional work, enabling autonomy, creating a pleasant workplace, delivering perks, fostering cooperation, and supporting wellness.

Human behavior is the most critical factor for a company's success, surpassing strategy, technology, and financial management. It is highly recommended that an organization create and prioritize a positive workplace culture, growth opportunities, and a sense of purpose for its employees. Strong leadership inspires and motivates teams, creates trust, and fosters loyalty. By focusing on these factors, companies can achieve their goals and thrive in the long term.

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