

Welcome to...

Organizational Behavior



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Values

Values represent basic convictions that-

A specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence.

Value is a judgmental element of what is right, good, or desirable.

Importance of Values

1

Values lay the foundation for the understanding of attitudes and motivation because they influence our perceptions.

2

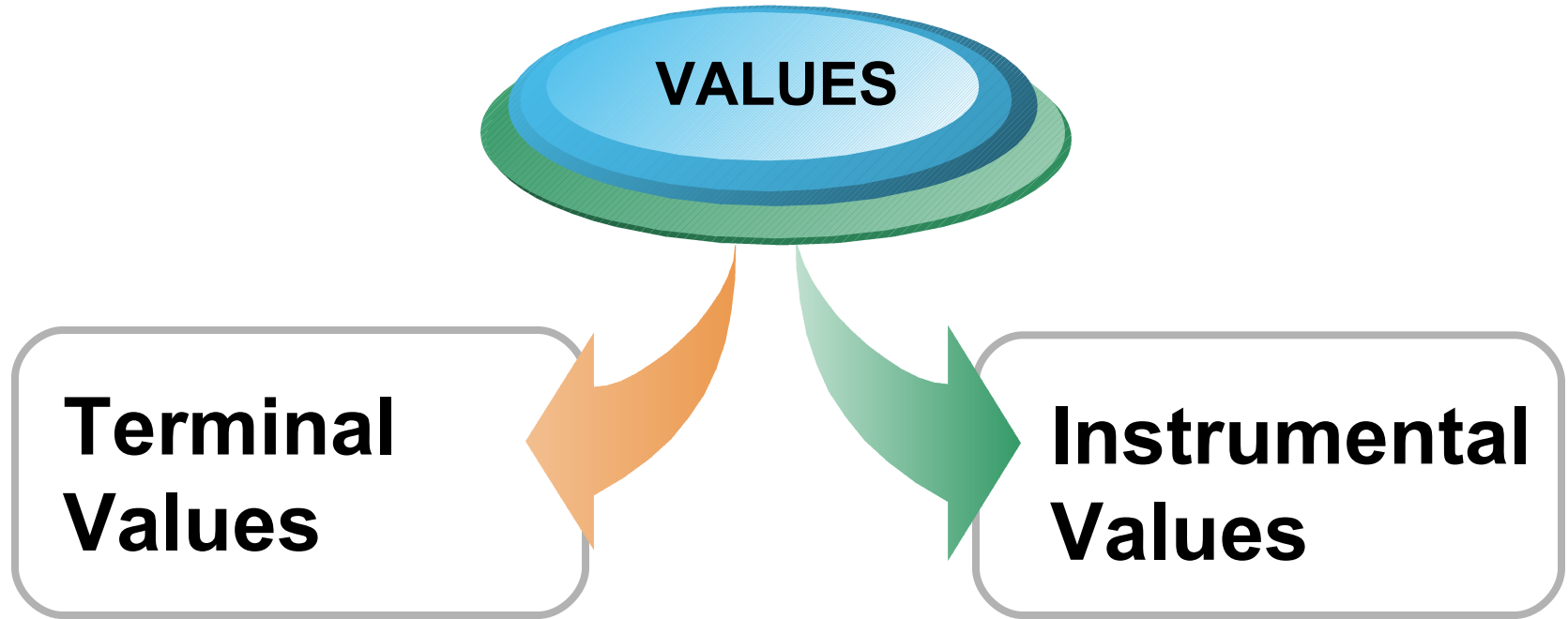
Individuals enter organizations with notions of what is right and wrong with which they interpret behaviors or outcomes

3

Values generally influence attitudes and behavior.

Types of Values

Rokeach Value Survey...



Terminal Values

Desirable end-states of existence; the goals that a person would like to achieve during his or her lifetime.

Terminal Values

A comfortable life (a prosperous life)
An exciting life (a stimulating, active life)
A sense of accomplishment (lasting contribution)
A world at peace (free of war and conflict)
A world of beauty (beauty of nature and the arts)
Equality (brotherhood, equal opportunity for all)
Family security (taking care of loved ones)
Freedom (independence, free choice)
Happiness (contentedness)
Inner harmony (freedom from inner conflict)
Mature love (sexual and spiritual intimacy)
National security (protection from attack)
Pleasure (an enjoyable, leisurely life)
Salvation (saved, eternal life)
Self-respect (self-esteem)
Social recognition (respect, admiration)
True friendship (close companionship)
Wisdom (a mature understanding of life)

Instrumental Values

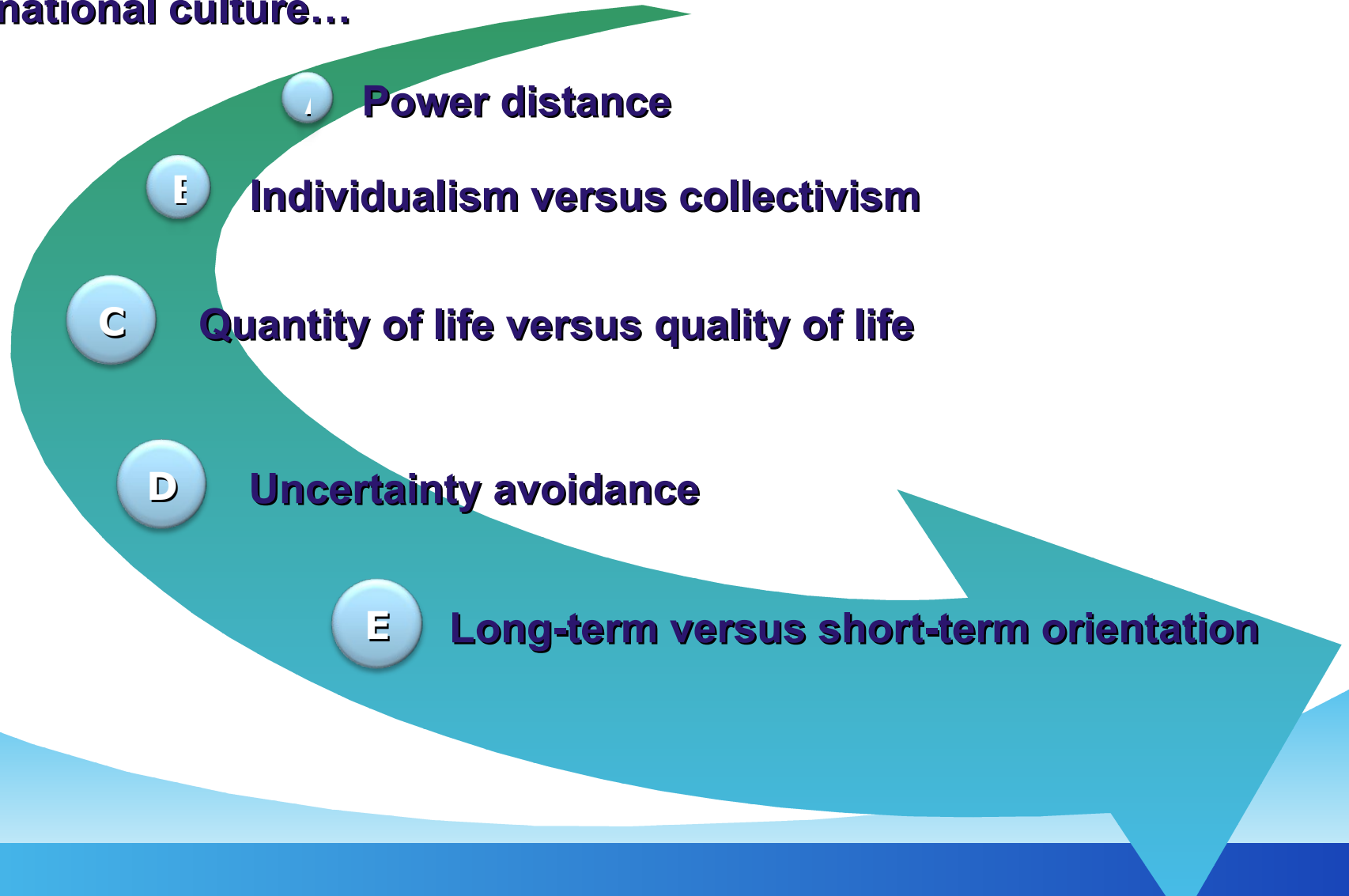
Preferable modes
of behavior or
means of achieving
one's terminal
values.

Instrumental Values

Ambitious (hardworking, aspiring)
Broad-minded (open-minded)
Capable (competent, effective)
Cheerful (lighthearted, joyful)
Clean (neat, tidy)
Courageous (standing up for your beliefs)
Forgiving (willing to pardon others)
Helpful (working for the welfare of others)
Honest (sincere, truthful)
Imaginative (daring, creative)
Independent (self-reliant, self-sufficient)
Intellectual (intelligent, reflective)
Logical (consistent, rational)
Loving (affectionate, tender)
Obedient (dutiful, respectful)
Polite (courteous, well-mannered)
Responsible (dependable, reliable)
Self-controlled (restrained, self-disciplined)

Values Across Culture

Hofstede's A framework for assessing cultures; five value dimensions of national culture...



Values Across Culture



GLOBE Framework for Assessing Cultures:

- ***Power distance***
- ***Individualism/Collectivism***
- ***In-group collectivism***
- ***Performance orientation***
- ***Humane orientation***
- ***Uncertainly avoidance***
- ***Assertiveness***
- ***Future Orientation***
- ***Gender differentiation***

Attitude

Attitude is defined as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object.” That is, attitudes affect behavior at a different level than do values...



Attitude Components

- **Cognitive component**
The opinion or belief segment of an attitude.
- **Affective Component**
The emotional or feeling segment of an attitude.
- **Behavioral Component**
An intention to behave in a certain way toward someone or something.

Attitude Types

Most of the research in OB has been concerned with three attitudes...

- **Job Satisfaction**

A collection of positive and/or negative feelings that an individual holds toward his or her job.

- **Job Involvement**

Identifying with the job, actively participating in it, and considering performance important to self-worth.

- **Organizational Commitment**

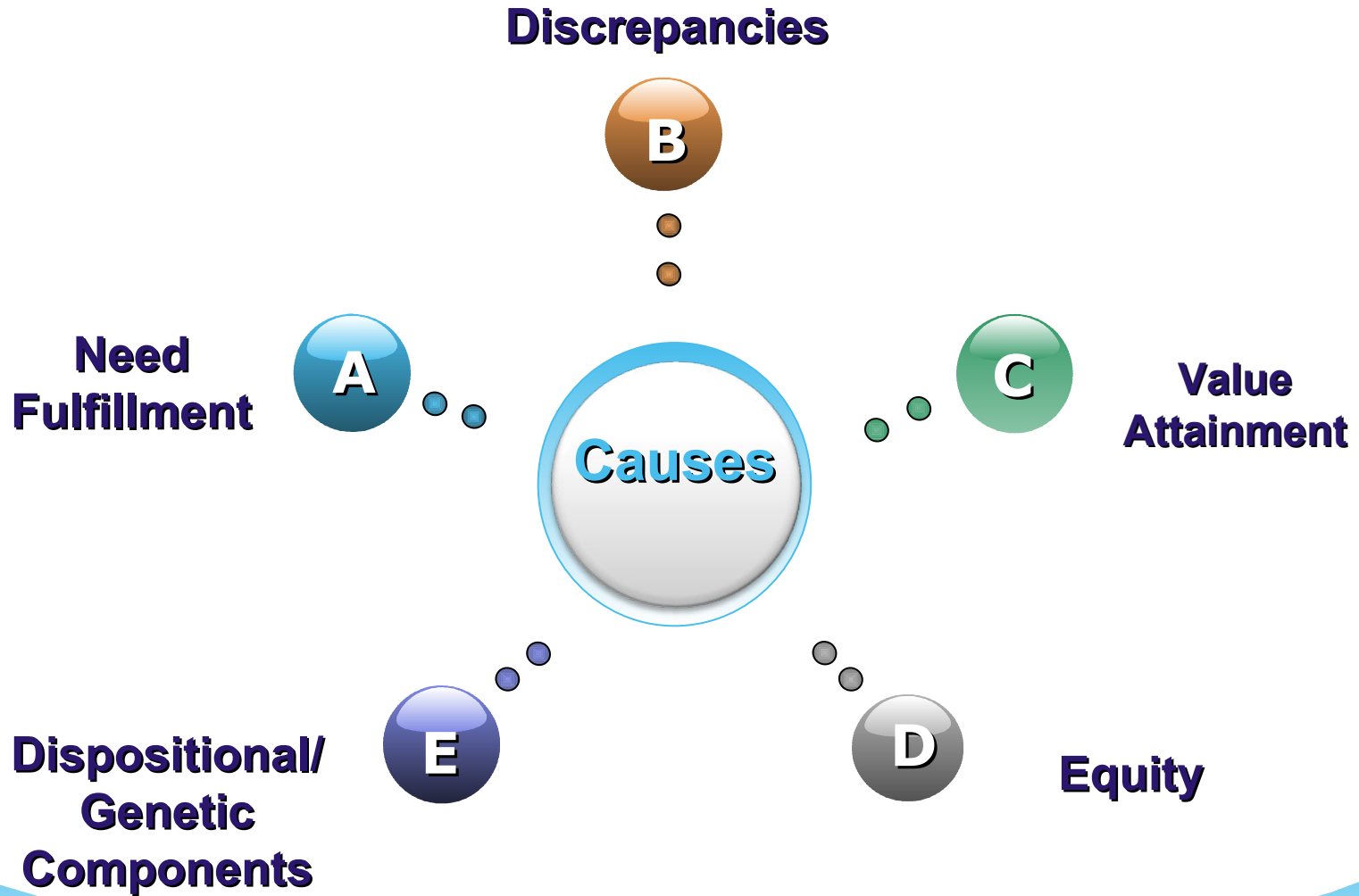
Identifying with a particular organization and its goals, and wishing to maintain membership in the organization.

Job satisfaction

Job satisfaction essentially reflects the extent to which an individual likes his or her job. Formally defined, job satisfaction is an affective or emotional response toward various facets of one's job...



Causes of Job Satisfaction





THANK YOU...



Any Question...
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