

# Challenges & Opportunities Of OB.

1° Globalization to respond.

Org. no longer <sup>world</sup> constraints to national borders, became a global village.

\* Transferred to employers dimension in diff country once there have to manage workforce, aspiration from employees & attitude diff from previous.

\* Working with bosses peers & other employees from different culture to understand how their culture & religion have shaped them.

\* An understanding of OB topic such as emotion motivation communication & leadership can help manager to deal more effectively with the employees.

2. Managing work place diversity
3. Improving Quality & productivity -  
↑ capacity for = ↑ competition forces  
to ↓ cost and ↑ organisation quality
4. Improve customer service,  
↳ understand how employees attitudes  
and behaviour are associated with  
customer satisfaction

5. Improving peoples skills  
↳ creating effective techniques for  
improving interpersonal skills.

6. Stimulating innovation and change

7. Working in network org - internet

8. Helping employees balance work life conflict  
↳ flexible working hours, reporting  
time, creating opportunity for employee  
job security etc

9. Creating positive work environment  
↳ app. rights person for right jobs  
good efforts for org.

- 10) Improving ethical behaviours  
- managers do not place orders on subor. unless  
do not agree. define wrong & right clearly  
fair policy and appro. system  
have logic on 'order placement'

11. TQM.
12. Flattening world
13. Emergence of E-org & E commerce
14. Empowering people.

## Limitations of OB.

3 major limitations of OB are:-

### 1. Behavioural Bias.

condition of reflection of tunnel vision, having narrow viewpoint like looking through a tunnel

- see only new and million under landscape
- lack of system understanding may develop a narrow view point
- should be clear that the concerns for employees can be so greatly ones don't that original purpose of bringing people together could be lost.
- effective organization behav. should help accomplish organization purposes. It should not replace them
- Behav people not considering needs of people as consumers of organization output while fighting for employers need is not applying the edes of OB correctly

- Behavioural bias causes dis-contentment, indiscipline & dependence

② Law of diminishing returns says beyond a certain point there is a decline in output even after each additional good or positive factor.

③ Unethical practices and manipulation of people. Knowledge of motivation & communication can be used to exploit subordinates in an org by the manipulative managers.

## Roles of OB

1) Understanding human behaviour

- Individual behaviour
- Interpersonal behaviour
- Group behaviour
- Intergroup behaviour

2) Influencing the human behaviour

- Leadership
- Motivation
- Communication
- Organisational Change & Development
- Organisational Climate