



# INNOVATIVE SCIENTIFIC, BUSINESS AND SOCIAL PRACTICES FOR SUSTAINABLE DEVELOPMENT

## Chief Editor:

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# INDEX

01) AN INCLUSIVE STRATEGY FOR ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS Dr. Vijayalaxmi. G. N. Rao, Pune	10
02) BIOPIRACY: TRESPASS ON TRADITIONAL KNOWLEDGE Dr. Ashwini Dalal, Gondia	16
03) SUSTAINABLE DEVELOPMENT TO CONTROL AIR POLLUTION Yashodhara Varale, Wadala, Mumbai	20
04) ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT Dr. Kshama D. Chavan, Nandanvan, Nagpur	24
05) AN ANALYTICAL STUDY OF GLOBAL TRENDS IN COMMERCE Dr. Shubhangee L. Diwe, Kinwat, Dist. Nanded	28
06) SUSTAINABLE BUSINESS PRACTICES AND ENTREPRENEURSHIP Dr. Naglaxmi Narsingrao Tirmanwar	31
07) EMERGING GREEN LIBRARY CONCEPTS TOWARDS SUSTAINABLE ..... Vivek K. Jagtap, Ghatanji	34
08) Investigating Attitude of General Shop Owners and Super Shop ..... Sumit Rajendra Ginode, Prof. Dr. Anil S. Purohit, Buldana	39
09) A Study of Information Technology Revolution in Cooperative ..... Prof. Dr. Anil S. Purohit, Preeti Premraj Bhala, Buldana	42
10) Challenges and Opportunities of Organizational Behaviour Dr. Sachin Madhukar Prayag, Latur	46
11) ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT Dr. Ravindra B Tembhurne, Ghatanji Dist Yavatmal	50
12) Government of India's Swachh Bharat Program and its..... Dr. Ekta Menkudale, Kelapur District Yavatmal	53
13) ENVIRONMENT AND HEALTH Dr. Yogita U. Nimkar, Nagpur	57

10

## Challenges and Opportunities of Organizational Behaviour

Dr. Sachin Madhukar Prayag

Govindlal Kanhaiyalal Joshi (Night) Commerce College, Latur.

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### Abstract -

The nature of challenges and opportunities in front of any organization are very crucial and act as a prime determinant for further growth and prospectus of that organization. In actual sense, challenges and opportunities for an organization indicates its vibrant performance capacity and attached with that organization until the existence of it. Some organizations try to attend different results by adopting short term measures but their existence and impact both are temporary in nature. Present chapter throw light on sustainable measures in the form of challenges and opportunities in-front of an organization. These measures specifically deal with numerous influential factors like state of globalization, effective customer service, work life balance among employees etc. These factors are not only influential on the success of organization but also facilitates smooth and sustainable growth possibilities by attending overall quality and productivity.

### Introduction

An organization is a vibrant unit which encompasses all internal as well as external changes in business environment. It has to deal with all types of changes which pose impact on its performance directly or indirectly. Organizational behaviour is one of the important components which influences the existence, affects its performance and determines its future growth. Organisational

behaviour is just not related with higher managers or office bearers but percolates its impacts on the performance of floor labour too. If the state of organizational behaviour is not up to the required state the unit has to repay huge amount for the same. In short effective and efficient level of organizational behaviour is key to success for every business unit irrespective of its size and operational horizon.

We can assume that Fredrick Winslow Taylor had coined the term organizational behaviour. He had introduced the systematic use of goal setting and rewards system to motivate employees working in an organization. Therefore one can consider this advancement as the starting of the academic discipline of Organisational Behaviour.

### Meaning and Definition

According to Fred Luthans, who is a management professor specializing in organizational behavior "Organizational behavior is directly concerned with the understanding, prediction, and control of human behavior in organizations."

In other words organizational behavior is the study of both group and individual performance and activity they performed within an organization.

This stream of study evaluate the human behavior in a work environment and determines its impact on job structure, performance, communication, motivation, leadership, etc.

Organizational behaviour is the systematic study and application of knowledge about how individuals and groups act within the organizations where they work.

### Objectives of Organizational Behaviour

Performance of overall organization is a holistic approach which involves all types of activities and process which determines the success ratio of that organization. Therefore, the concept of organizational behaviour has gain tremendous importance nowadays. Points discussed below throw light on the importance

of organizational behaviour. They are also considered as objectives of organizational behaviour.

1. Job Satisfaction.
2. Finding the Right People.
3. Organizational Culture.
4. Leadership and Conflict Resolution.
5. Understanding Employees Better.
6. Understand how to Develop Good Leaders.
7. Develop a Good Team.
8. Higher Productivity.

**Fundamental concepts of Organizational Behaviour**

The concept of organizational behaviour is based on some fundamental concepts which indicates the need and importance of theory of organizational behaviour and its implementation for successful operation of any business unit. These concepts primarily deal with the nature of people and organization where they are working.

1. Individual Differences.
2. Perception.
3. A Whole Person.
4. Motivated Behavior.
5. The desire for Involvement.
6. The value of the Person.
7. Human Dignity.
8. Organizations are Social System.
9. Mutuality of Interest.
10. Holistic Concept.

**Key Factors affecting Organizational Behaviour**

Organizational behaviour is mainly depended upon the very nature of every individual working in that unit and overall organizational environment sustain therein. Categorically there are four major factors which directly influences the organizational behaviour they are as follows.

1. **People:-**  
Performance of every organization is

purely depended on the human resource working there. It not remains aloof form the efficiencies and skills of the people working in the unit. Higher the expert labour greater will be its success possibilities and so on.

**2. Structure:-**

Every organization has its own structure within which it try to deliver best of its possibilities. If the structure is all inclusive it cover every single aspect and can achieve both excellent organizational behaviour as well as productive efficiency.

**3. Technology:-**

State of technology has become very important now a days. Advance technology helps business organizational not only to maximise their performance but to improve their productivity. Old and outdated technology hampers operational efficiency and create industrial stress in many ways.

**4. Environment:-**

Encouraging and cohesive environment bring assured success and improve state of organizational behaviour in multiple ways.

**Main challenges and opportunities of organizational behavior are :**

1. Enhancing the skill of Human resource.
2. Achieving Quality and improving Productivity.
3. Adoption of Total Quality Management (TQM).
4. Dealing with Workforce Diversity.
5. Managing the concept of Globalization.
6. Enabling People for better performance.
7. Adjusting Temporariness prevail in business environment.
8. Encouraging Innovation and accepting Change.
9. Adopting E-Organisation & E-Commerce effectively.
10. Participative Management

**1. Enhancing the skill of Human resource**

Business environment is witnessing rapid changes in the fields of Technology, structure, and operational methodologies. Therefore, it has become inevitable for all business organization to improve the skills of their human resource up to required state. If the employees working in an organization are not trained to cope up with the changes predetermined goals cannot be achieved changes are accelerated at a faster rate in the business field. These skills can be enhanced by arranging effective training and development programs, career development programs, induction, and socialization etc.

**2. Achieving Quality and Improving Productivity-**

Quality is the expected perfection in the products or service as per customer beliefs. Customers' expectations about performance, reliability, durability, response and reputation about the product determines the state of quality. In order to improve quality and productivity, manager of an organization need to arrange programs like total quality management and reengineering the products. The success of these programs depends on the extensive involvement of all employees.

**3. Adoption of Total Quality Management (TQM)**

The term total quality management deals with consistency in achieving greater customer satisfaction. It includes purposeful focus on customer, consistency in overall improvement, holistic improvement in all organizational process, and errorless measurement of efficiency and employee empowerment. In order to adopt TQM successfully state of effective organizational behaviour plays vital role.

**4. Dealing with Workforce Diversity**

Every organization select employees from all categories who are unique in their own way. They are heterogeneous on the ground of gender, ethnicity, relation, community, physically disadvantaged, elderly people etc. An important

reason behind such workforce diversity is to tap the talents and potentialities, encourage innovativeness, getting synergetic effect among them. In short employees wanted to retain their individual and cultural identity, values, and life styles even though they are working in the same organization with common rules and regulations. The crucial challenge for organizations is to become more accommodating to diverse groups of people by addressing their different life styles, family needs, and work styles.

**5. Managing the Concept of Globalization**

Current business operation has erased geographical limitations and become global in its' every form. Business operations have crossed all types of boundaries related to distance, locations, climatic conditions and try to grab every possible business opportunity. Increased use of means of communication, internet and faster modes of transportation has transformed global market into local level. In order to achieve successful globalization impact purposeful attempts of organizational behaviour play important role.

**6. Enabling People for Better Performance**

Providing higher level of operational freedom and delegating more power and responsibilities to lower level of employees give them choice to decide their own work schedule, procedure. This also enable employees to solve their work related problems. It generates feeling of affiliation among them. Such type of empowerment develop sense of ownership towards organization. Such type of empowerment attempts develop mutual relationship between employees and higher level manager. In this way higher level managers will act as coaches, advisors, facilitators and can guide their subordinates to perform their task with minimal guidance.

**7. Adjusting Temporariness prevail in**

**business environment**

Current business operations are facing a huge problem of constant change. Constant change in market has made product life cycle very short. Therefore operational method and fashion trends are changing within a very short span of time. It makes every business manager to change his operational programme quite frequently. It give rise to competitiveness which has become another determinant for success. This entire situation has radically change the nature of job performed by every single employee. Now it become very essential for all to update their knowledge and skill on regular basis and equipped themselves as per changing market trends.

**8. Encouraging Innovation and accepting Change**

Research and development has gain enormous importance in current business environment which determines the distinctiveness of an organization. Constant change and improvement has made every job vibrant. Therefore every business organization small or big has to pay due importance to innovation and development and adopt required changes in organizational behaviour too. In order to retain sustainable existence in the market every business has to maintain maximum level of flexibility, attempts for continuous improvement and cope up with market competition. All these possess great impact on state of organizational behaviour.

**9. Adopting E-Organisation & E-Commerce effectively**

Revolutionary change in information and technology has made remarkable transformation in operational method of every business organization. Electronic mode of transaction has made market activities vary vibrant. Distance between any two working pole has reduced strategically on account of new trading methodology like e-marketing and e-commerce. Online shopping has made entire globe a local

market which required unique pattern of organizational behaviour.

**10. Participative Management**

Participation of each and every employee in an organization is essential. Management policies are to be framed keeping every single dimension of the business unit. Monotonous management policies cannot fetch desired level of market result. In order to seek holistic approach in its policy making participation of all level of employees plays vital role. Participative management need special type of focused organizational behaviour. If the management structure is autocratic or develop institutional stress, level of organizational behaviour get hampered.

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