

**HANDBOOK OF MANAGEMENT
AND
BEHAVIOURAL SCIENCE**

VOL.-IV

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PREFACE

The behavioral science approach to management has evolved since its appearance shortly after the Second World War, over the intervening sixty years, from the early work of B.F. Skinner, Maslow and McGregor to a myriad of applications, conscious or otherwise, in a great variety of employment environments. It remains relevant because it deals with human emotions, achievements and satisfaction, and these elements will always dictate the productivity and outcome of an organization so long as that organization continues to employ people. Douglas McGregor and Abraham Maslow dedicated their lives to the understanding of human behavior and its application in organizational management. A large number of other psychologists, management theorists and sociologists have taken the behavioral approach.

The behavioural science approach is concerned with the social and psychological aspects of human behaviour in organisation. Many of the conclusions of the Hawthorne studies were reaffirmed by the subsequent research studies, but certain ideas were extended and others highlighted by the behavioural scientists. The behavioural scientists have shown how human beings bring to their task aspects of behaviour, which the effective manager should profitably understand. After all, it is individuals and groups with which a manager is concerned and while organisational roles are designed to accomplish group purposes, people must fill these roles.

Thus, the behavioural sciences have provided managers with a more systematic understanding of one of the most critical factors in the process of management—the human element. Insights evolving from that understanding have been used to design work situations that encourage increased productivity. It has enabled organisations to formulate programmes to more efficiently train workers and managers, and it has effects in numerous other areas of practical significance.

This book includes current research work in the field of Management and Behavioural Science. In present scenario there is a need to look after the behavioral science approach to management. With this objective in mind 2nd International Conference on Management and Behavioural Science (2ICMBS) was conducted in Haridwar, U.K. (India) on 4th and 5th June 2011, which was organized by the Society of Management and Behavioural Science(SMBS). The selected papers are published in this book. This book makes an attempt to provide a thorough knowledge of current research in the field of management and behavioural science.

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