

Industrial Psychology effect by human productivity and Work Performance

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Abstract:-Study on human motivation and job characteristics have paved the way on Job enrichment and mechanizing the human performance at work. Blood (1977) and Blood & Thorne (1978) conducted a survey on a model of the relationships between self rewarding and job performance in Georgia Institute of Technology, college of Industrial Management at Atlanta, Georgia. This Study emphasized that a cluster of job factors in conjunction with moderator variable enhance job performance and the level of job performance works as a self rewarding variable since, this Study is unique in its model and none of the Study on this model yet has been done in India.

The industrial organizations have a social commitment and they must work for the battement of the human society. Industries must produce goods and commodities to satisfy the needs of the Society. Taylor (1911) forcefully advocated that the desired objectives could be achieved by organizing the human force in industry on scientific lines.

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Taylor's first study in scientific management, which has archived a status of historical importance and Pave the way for the enormous development in engineering Psychology, related to the handling of pig-iron at Bethlehem plant. The term "Scientific Management" was first used by F.W. Taylor in 1890 in connection with the new work method, he introduced in Bethlehem Steel Company. According to him scientific management is based up on two basic facts - the first one is, all that an employer aims is at a low labour cost, and the second one is, all that the workers want to increase their wages. Taylor asserted that the method of scientific management invented by him could achieve both these objectives at a single stroke. Taylor believed that his method was scientific because he applied many engineering concepts to work situations such as timing the worker's movements and minimizing theme with a view to save energy or avoid fatigue and classifying, tabulating and interpreting his data with meticulous care of scientist.

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Employers were quick in understanding the significance of Taylor's work and soon the scientific management techniques were applied to every conceivable industrial Job. His emphasized that unbiased selection, proper placement, appropriate training and empirically determined methods of work should serve as the corner stone of the industrial organization. In course of time, Taylor's ideas fell in disrepute with the workers, because they viewed scientific management as a clever tool of exploitation of worker's interests by employers and resisted it bitterly. The most glaring flaw of Taylor's system was that it treated human beings as robots devoid of any human qualities. Thus, Taylor's concern for financial incentives and his desire to regulate human performance comparable to machines did not yield desired results.

Whatever may be the short-coming of Taylo's scientific management and its underlying philosophy, it must be admitted that it was the precursor of the Time and Motion studies. Regarding Time studies as mentioned earlier, the first demonstration of this was given by F.W. Taylor when he applied the principle of scientific management to the handling of the pig iron in the Bethlehem Steel Company. The time study may then tell us how the operations are distributed. The time spent in finishing a job on the machine may be reduced if the sequence of the operations is changed. Similarly, the work of the several workers can be co-ordinate to reduce time, if time to lost in changing from one operation to another by the same worker, the job may be so devised that each operation in worked by different persons to make it economic. Similarly, certain jobs can be performed by well co-ordinate teams of workers to save time. There are several ways in which the time studies can tell us how to avoid waste of time in industrial work for achieving higher efficiency. The time study techniques are often aimed at finding the amount of time needed for workers to perform various industrial operations. The time studies are usually undertaken afterconducting motion studies so that daring the time study, the worker's are carrying out only those motions that are necessary and most desirable on the job. View of Literature: Present paper two important variables of Blood's model (Moderators and job Characteristics) which are studied in Georgia U.S.A. have been chosen for verification in organization set up in India. Organizations are Constantly attending to productivity to maintain a competitive advantage and draw a better return on capital investment whether; efforts are directed towards an entire organization or the individual employee. The motivational literature suggests that setting goals motivate productive work behavior and that difficult goals lead to higher performances than easy goals (Lock, 1968).

Further more, when individuals are able to Self-set goals, they tend to set more, difficult goals than those set by supervisors (Latham & San 1979). Yet little is known about the factors that make people set more difficult goals when they are given the opportunity to Self-set Performance goals.

We know that when tasks are interesting People tends to Perform willingly and experience enjoyment from the task itself Tasks That are inherently satisfying may encourage a person to set more difficult goals than task that are considered least interesting and that need an external regulator to motivate desired behavior. While some high autonomy tasks may be interesting enjoyable and challenging others may be boring, repetitive and need an incentive to induce productive behavior. It is important to go beyond understanding the Sum of the individual effects of task autonomy and task interest and understand the interaction between these task autonomy and task interest to promote the highest amount of employee productivity.

A.H. Maslow (1943) gained attention in this field by giving the theory of Need Hierarchy and theory of Job Motivation in 1954. Maslow (1943) has proposed an interesting theory concerning human needs and their effect upon human behavior. He suggested that human needs may be classified in to five different groups or classes:

1. Physiological needs: These are the basic needs of the organism such as food, water, oxygen and sleep. They also include the somewhat less basic needs such as sex or activity.
2. Safety needs: Here Maslow is talking about the need of a person for a generally ordered existence in a stable environment which is relatively free of threats to the safety of the person's existence.
3. Love needs: These are the need for affectionate relations with other individuals and the need for one to have a recognized place as a group member-the need to be accepted by one's peers.
4. Esteem needs: The need of a stable, firmly based self-evaluation. The needs for self-respect, self-esteem, and esteem for other.
5. Self-actualization needs: The need for self-fulfillment. The need to achieve one's full capacity of doing.

The important thing about Maslow's theory, however, is not So much his classification system as it is in the fact that he considers these five need classes to form a "hierarchy of needs" Structure. That is its proceeds from every basic need to a cluster of higher, social needs.

Conclusion and Suggestions: The group engagement model (Tyler & Blader, 2003) suggests that identification with one's organization is based

not only on the individual's evaluation of the status of the organization (i.e. perceived external prestige), but also the individual's evaluation of their own status within the organization (i.e. perceived internal respect). The perceived status of the organization's employees, the organization's perceived success in achieving its goals, the visibility of the organization, and the status level of the individual employee were all associated with perceived external prestige. The results also indicate that visibility within the organization; perceived opportunities for growth, and participation in decision-making were all related to perceived respect. Further, prestige and respect were directly related to organizational identification, but only indirectly related to organization-supportive behavior. These results extend the group engagement model in that we utilize a form of supportive behavior that focuses upon constructive change (i.e. voice behavior; Van Dyne & Lepine, 1998), rather than the helpful, but Status quo maintaining behavior.

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