

# **Industrial Psychology effect by human productivity and Work Performance**

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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.