

BOOK # 2

****Chapter 1: Introduction to Organizational Behavior****

Organizational behavior (OB) explores human behavior within the context of organizations, drawing insights from psychology, sociology, and economics. Its applications span various sectors, including businesses, governmental entities, and non-profit organizations. The central aim of OB is to enhance organizational performance through the comprehension and management of human actions, contributing to talent acquisition, employee motivation, communication enhancement, conflict resolution, adaptability, and innovation.

****Chapter 2: Individual Behavior in Organizations****

Individual behavior in organizations is influenced by several factors:

- * **Personality** * encompasses enduring traits that shape an individual's thoughts, feelings, and actions.
- * **Attitudes** * involve evaluative perceptions of people, objects, or events.
- * **Perception** * is the process of selecting, organizing, and interpreting environmental information.
- * **Motivation** * drives behaviors toward specific goals.
- * **Learning** * entails acquiring fresh knowledge and skills.

To explain individual behavior, scholars have formulated various theories, aiding the understanding of individuals' actions and predictions of their responses in different scenarios.