PSYCHOLOGICAL MANAGEMENT IN AN ORGANIZATIONAL MANAGEMENT

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ABSTRACT: Industrial growth made human life easy and comfortable. There are many new inventions which are useful to save time and money. Human mind is the combination of bundle of thoughts. There are numerous things which are saved, wondered and mixed in human mind. Therefore, human psychology is very crucial part which is to be managed. Organization management of human resource is the part of psychological management. Human psychology changes as per situation, environment, time, place, and person. The current paper aims to focus on the various elements which are affecting psychological factors of an organization in India. Manpower is the main component of workplace which needs to be managed properly. Even it needs to check what are the strengths and weaknesses of an organization which affects the production capacity of an organization. Quality of production plays a vital role in the profit motif of an organization. One must be aware about these all factors which are the part of human resource management. Psychological management is one of the important branch of management in organizational sectors.

KEY WORDS: Psychology, manpower, human mind, organization, product, quality etc.

INTRODUCTION
Since, the life on the earth, there is continues and drastic change in human life. There are uncountable lives on the earth. Only human is one who developed their life with continues improvement. Continues improvement is the important part of an organization. This term is used in an organization for quality management, especially by quality circle. But if we study the history of human development, we found that continues improvement is the term which is used by each and every individual in an organization for the development of life knowingly of unknowingly. Many scholars and psychologist worked on human mind and its functioning. They did the experiment on animal and then applied to human. After getting the result, they declared the theories based on the study and experiments they did. These theories are useful for organization to deal with human resource management.
Psychological Aspects at Workplace: Creating a positive environment at workplace is very important task in any organization. Attitude towards work always found as an affective factor on the quality of the product. There must be good, healthy and enjoyable atmosphere at workplace which will surely turn into result of good achievement. There are several psychological aspects which always show their impact on the outcome of productivity. There are major two component of psychology which can be called as most affecting factors i.e. Emotion and Cognitive. During the process of design the product, first it is very essential to understand the emotions, human behaviour and stimulation of customers or other human resource which are connected with the productivity and users of the product. Cognitive element of human psychology plays a vital role in an organization because it is related to change is the behaviour. In cognitive approach, consumers’ satisfaction is very important. Therefore, at workplace, consumers’ satisfaction must be on priority of any organization. For the customers’ satisfaction, the thinking process should start right from the designing the product which you’re going to launch. It is essential to know the meaning of cognitive approach and its connection with psychological aspects at workplace to manage human resource management.

**Cognitive Approach**

Cognitive behaviour theory explains various psychological factors which changes the behaviour of individual in different circumstances. This is the part of mental imbalance or illness of individual which may effect on the productivity at workplace in any organization.

![Image 1.1 Mental Disorder/ Effecting Cognitive Factors](image_url)
Negative Effecting Cognitive Factors

There are many psychological aspects which affect to the productivity process of an organization. Few of them which affects with high intensity are given in image 1.1. Such as Depression, anxiety, phobias, sleep/eating disorder, Risk, Schizophrenia etc.

**Depression**

Now-a-days, Depression is seen as most common symptoms. Most affecting age group is youth. It is related to the thing process with a negative approach. The symptoms of this are given below:

a. Feeling Sad  
b. Lack of Interest  
c. Change in Appetite  
d. Lack of energy  
e. Feeling of guilt  
f. Lack of Proper Decision making power  
g. Thought of Suicide

Above mentioned factors are most affecting factors at workplace, specially these all effects in the productivity process of an organization. These all factors affect in negative way at workplace in an organization because at workplace pleasure, interest, proper health management, energy, proper decision making power and enthusiasm are required attitudes or behaviour. The symptoms of Depression are totally opposite to it. Therefore, the first factor of cognitive which is related to the emotions of an individual may be a cause of giving negative result in an organization. In human resource management, leader must be aware about these all psychological need of an individual working in his/her organization or they may be consumers.

**Anxiety**

There are many types of anxiety. At workplace anxiety of cursing boss, anxiety during manufacturing process about the maintaining quality of the product, anxiety of wastage during the work, anxiety of damaging the product etc. are seen as most common types of anxiety. The symptoms of anxiety are as:

a. Restlessness  
b. Bundle of worries  
c. Increased feeling of irritation  
d. Lack of  
e. Concentration  
f. Sleeping problems
g. Bad dreams

Above mentioned are symptoms of anxiety, they give negative impact of the quality of productivity. Due to anxiety, so many times the work is disturbed. Due to it, the quality of production is also affected. Quality circle group should take care of psychological aspects of the employees and their problems as well as hierarchy. According to it human resource management should be managed.

Phobias

Phobias is little bit similar to anxiety. It is the type of anxiety disorder. It is fear of leaving place, living job, leaving object, leaving person etc. If there are more branches of an organization and they are having frequent transfer, the phobia of leaving place will be always there in the mind of employees. Due to such phobia, they could not work with proper input and concentration at work place. Hence, while maintaining the human resource management, the leader should take care of such psychological aspects of human mind of their employees.

Symptoms of Phobias:

a. Heart Racing
b. Breath shortness
c. Speaking Problem
d. Mouth dryness
e. Diet related issues such as upset stomach, nausea
f. High blood pressure or chest pain or tightness
g. Feeling of dizziness

Above and other are common symptoms of phobias patient which may results into unexpected bad result of work and working quality at workplace.

Sleeping and Eating Disorder

There are three basic needs of life i.e. food, shelter and cloth. Intake or diet of food always results on the mind and working style. Sleeping and eating disorders are also shows its impact on the working at workplace. Proper food and proper sleep always resulted into goof health and healthy mind. Good health and healthy mind gives good input at workplace during the work. Therefore, an individual should take of their sleep and food. Even during the defining workload to the employees, leader should take care of their working hours in respect to maintaining their time of food and sleep.

Risk

There is one proverb, no risk no life. Opening a business and running the business in this global and competitive era is itself a great risk. At workplace, there comes such a situation when immediate decision making requires. Due to the fear of risk- the employee could not take sudden decision in
such situation. Risk management is the major part of organization. Individual who need to take immediate decision should be conveyed that they will not get any harmful output due to their decision though it may resulted into good or bad outcome. Only thing is that the employee must be aware that the reliability the company is having with him/her is the part of trust. That must be proven.

**Schizophrenia**

Schizophrenia is a chronic mental disorder. It severs as a mental disorder. It results into the behaviour of an individual as how he/she thinks, feels, and behaves. This is the long term mental disorder.

**Symptoms of Schizophrenia**

- Reliability on others.
- Lack of facial expression
- Lack of motivation
- Lack of good concentration
- Misconception
- Wide Range of Hallucination

These all symptoms can be seen in the patients who are suffering from schizophrenia. In an organization, if such employees are there, they are not easy to identify as in general they seems as normal as common man. The most dangerous thing is that they are always feels themselves reliable on others. They believe on others and mostly depend on others. They could not take any proper decision from their side. In such cases, there are chances of making fool to others which may be converted into bad result for any organization.

Thus, as given in the image 1.1, the above mentioned cognitive factors affect to the productivity in an organization. Hence human resource management with proper knowledge of cognitive behavioural approach can be maintained to get good result and helpful to achieve the aims and objectives at workplace.

**Emotional Approach:** Organization stands on the backbone of proper human resource management. In an organization, the role of emotional approaches affect the entire system. It affects to both entire system of an organization and external system of an organization. The employees working inside the institution are the part of internal organization, while consumers are the part of external human resource system of an organization. Behaviour and attitude are the affecting parameters of emotional approach at workplace.
Human are attached with two basic approaches of psychology as mentioned above i.e. Emotions and Cognitive Approach. Cognitive approach is explained in above figure 1.1. Emotional approach works with two major features as given in image 1.2.

**Image 1.2 Emotional Approach at Workplace**

As shown in the image 1.2, the emotional approach is divided into two parts i.e. Positive Emotional Approach and Negative Emotional Approach.

a. **Positive Emotional Approach**

This part of emotional behavioural approach is connected with achievements, job satisfaction, job enrichment etc. this kind of psychological approach is the need of an organization to achieve the desired target. It will help to maintain the quality of the product. It will help for good profitability. It will helpful to maintain the customers' satisfaction. Therefore, in Human Resource Management, Leader should try to create positive environment and encourage the employees to work for the organization with proper devotion and dedication.

**Importance of Positive Emotional Approach at workplace:**

I. Good personal relationship with others in an organization and outside the organization.

II. Risk can be taken to achieve the greater task achievement.

III. It helps to keep persistency in work for the betterment of an organization.

IV. It enhances the cognitive positive functions towards target achievement.

V. It develops optimist approach towards the desired target.
b. Negative Emotional Approach

Negative Emotional Behavioural approach is dangerous for an organization. This is similar with few components of cognitive behavioural approaches given in image 1.1. This is connected with the negative mood of employee, customers and other human resource management at workplace. Feeling of sadness, anger, fear, anxiety, insecurity, guilt, stress etc. are the symptoms of negative approach of behaviour. It is dangerous thing for an organization.

Result of Negative Approach

I. Excessive Workload.
II. Lack of Appreciation for good work
III. Lack of respect on humanity ground.
IV. Lack of Time-management.
V. Lack of adequate Remuneration.

C. Customers' Satisfaction Approach

Apart from it one more approach is there which is related to human resource emotional behaviour approach i.e. Customers' Satisfaction Approach. Why product?
The answer is obviously Customers’ Satisfaction. Products are there for the customers and their satisfaction. If they are satisfy with the product, they will talk about it to others and there are more possibilities of increasing customers. Previous to approaches show their impact on the productivity. Same will show their impact on purchasing of the product. If customers are satisfied with their product, they will have positive behavioural approach towards the product and if they do have negative behavioural approach towards the product, it will show negative impact on the business of an organization. Hence, it is very important to create positive approach of customers towards the product which can be achieved with the customers’ satisfaction.

CONCLUSION: The above all discussion explains an importance of psychological Management of Human Resource aspect at workplace. The hierarchy of each individual is differ from each other. The human resource management is very important branch of management at workplace in an organization. The human resource who works in an organization must be handled with the consideration of several psychological aspects which are showing the impact on the productivity. The Link of human resource management is starts right from the owner or maning body of an organization to the workers. This is internal organizational link. While external human resource for an organization is several agencies who provide the raw material, transportation, services to complete the process of finished goods of an organization. The most important is customer. If he/she is satisfy with the product they are using launch by you, then it is the real success of
organization. Price of the product, quality of the product, service given by an organization to the customers for the concern product, etc are numerous factors which effect on the selling system of the product. Even demand ratio is also the part of psychological aspect of human being. Therefore, human resource management is called as the crucial branch of management. It is totally depends on various psychological element. Human Resource management in an organization with using several psycho-metric tools will be always better to achieve the desired goals and objectives of an organization.

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