

Organizational Behavior

Organizational behavior is the academic study of how people interact within groups. The principles of OB are applied primarily in attempts to help businesses operate more effectively.

Organizational behavior is the study of how people interact in group settings.

This field of study includes areas of research dedicated to improving job performance, increasing job satisfaction, promoting innovation, and encouraging leadership.

The Hawthorne Effect, which describes the way test subjects' behavior may change when they know they are being observed, is the best-known study of organizational behavior.

Organizational behavior is a foundation of corporate human resources, encompassing elements such as employee retention, engagement, training, and culture.

Organizational behavior is a subset of organizational theory which studies a more holistic way of structuring a company and managing its resources.