

Effectiveness of Industrial and Organizational Psychology in Present Scenario

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Abstract

Industrial and organizational psychology (also known as I-O psychology or work psychology) is the scientific study of employees, workplaces, and organizations. Industrial and organizational psychologists contribute to an organization's success by improving the performance, satisfaction, and well-being of its employees.

An I-O psychologist conducts research on employee behaviors and attitudes, and how these can be improved through hiring practices, training programs, feedback, and management systems. I-O psychologists also help organizations transition among periods of change and development. Industrial and organizational psychology is related to organizational behavior and human capital.

That's why, it is very crucial for all to study the entire spectrum of human behavior and also the application or extension of psychological facts and principles to the problems concerning human beings who are operating within the context of business and industry.

Keywords: Introduction of Industrial Psychology; Definitions; Scope; Objectives; Importance.

Introduction

Industrial and organizational psychology (also known as I/O psychology, work psychology, or personnel psychology) is the scientific study of employees, workplaces, and organizations. Industrial and organizational psychologists contribute to an organization's success by improving the performance and well-being of its people. An I/O psychologist researches and identifies how behaviors and attitudes can be improved through hiring practices, training programs, and feedback systems.

I/O psychologists also help organizations transition among periods of change and

development. Industrial and organizational psychology is related to the concepts of organizational behavior and human capital. As described above, I-O psychologists are trained in the scientist-practitioner model.

I-O psychologists rely on a variety of methods to conduct organizational research. Study designs employed by I-O psychologists include surveys, experiments, quasi-experiments, and observational studies. I-O psychologists rely on diverse data sources including human judgments, historical databases, objective measures of work performance (e.g., sales volume), and questionnaires and surveys.

An applied science, I-O psychology is represented by Division 14 of the American Psychological Association, known formally as the Society for Industrial and Organizational Psychology (SIOP).

Definitions

Industrial Psychology is the branch of applied psychology that is concerned with

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efficient management of an industrial labor force and especially with problems encountered by workers in a mechanized environment.

Guion (1965) defines I-O (industrial Organizational) psychology as “the scientific study of the relationship between man and the world of work: ... in the process of making a living”.

Blum & Naylor (1968) define it as “simply the application or extension of psychological facts and principles to the problems concerning human beings operating within the context of business and industry”.

Industrial Psychology applies the techniques of psychology to the industrial scene and the problems confronting it.

I-O psychology has historically subsumed two broad areas of study, as evident by its name, although this distinction is largely artificial and many topics cut across both areas. It has roots in social psychology; organizational psychologists examine the role of the work environment in performance and other outcomes including job satisfaction and health.

Sometimes, I-O psychology is considered a sister field or branch of organizational studies, organizational science, organizational behavior, human resources, and/or management, but there is no universally accepted classification system for these related fields.

The Scope of industrial psychology is actually the same as the scope of personnel management, i.e., the entire process of management’s dealings with the people at work, except that Industrial psychology emphasizes the scientific and research aspects of people at work and omits many of the routine administrative details.

Scope of Industrial Psychology and the Industrial Psychologist

Common research and practice areas for I-O psychologists include:

- Job performance
- Job analysis/competency modeling
- Personnel recruitment and selection
- Student/educational selection (admissions) and assessment (testing)
- Judgment and decision making
- Performance appraisal/management
- Individual assessment (knowledge, skills, and ability testing, personality assessment, work sample tests, assessment centers)
- Psychometrics
- Compensation
- Training and training evaluation
- Employment law
- Work motivation
- Job attitudes (e.g., job satisfaction, commitment, organizational citizenship, and retaliation)
- Occupational health and safety
- Work/life balance
- Human factors and decision making
- Organizational culture/climate
- Organizational surveys
- Leadership and executive coaching
- Ethics
- Diversity
- Job design
- Human resources
- Organizational development (OD)
- Organizational Research Methods
- Technology in the workplace
- Group/team performance
- Team composition

Apart from this, the activities which can be considered as part of the general domain of an industrial psychologist are enumerated below:

1. Personnel Selection/Selection and Testing

2. Personnel Development
3. Human Engineering
4. Management
5. Productivity Design
6. Miscellaneous
7. Labor Relations

I-O psychologists are trained in the “scientist-practitioner” model. The training enables I-O psychologists to employ scientific principles and research-based designs to generate knowledge. They use what they have learned from experience in applied settings to help clients address workplace needs. I-O psychologists are employed as professors, researchers, and consultants. They also work within organizations, often as part of a human resources department where they coordinate hiring and organizational development initiatives from an evidence-based perspective.

Objectives

The main aim of Industrial Psychology is to study the human behavior and to suggest various ways and means to improve the efficiency of workers in industries. The important objectives of industrial psychology are as under:

- (1) *Selection of Proper Man:* By the use of systematic depth interviews and psychological tests such as intelligence, aptitude, skills, abilities and interest tests, the personnel characteristics of the persons are measured and proper man is selected for and placed on the job.
- (2) *Proper Distribution of Work:* Another aim of industrial psychology is the proper distribution of work, according to the ability and aptitude of the employees so that they feel themselves satisfied and the employer may also get higher production at minimum cost.
- (3) *Minimizing the Wastage of Human Force:* Industrial psychology aims at minimizing the wastage of human power due to fatigue, illness, accidents etc. It studies several psychological factors causing fatigue or accidents and suggests measures for preventing the accidents or minimizing fatigue. The techniques of motivation and morale are used for this purpose.
- (4) *Promoting Labor Welfare:* Industrial Psychology promotes labor welfare through job satisfaction, increase in labor efficiency, health and incentive provisions.
- (5) *Improvement in Human Relations:* The main aim of Industrial Psychology is to improve the human relations in industry. It is believed that if the individual employee is taken care of problems of motivation, productivity will be automatically settled. Human relation may be described as the relations or contracts among individuals in an organization and the group behavior that emerges from these relationships and Industrial Psychology has made significant contribution to the sphere of industrial management by developing concepts and techniques of leadership, supervision, and communication and employee participation in management.
- (6) *Improvement in Industrial Relations:* Industrial Psychology studies the attitude of employers and employees and offers suggestion to improve the labor relations in industries. It assumes that all individuals differ from each other in degree though not in kind and, therefore, different measures are adopted in solving the problems like bringing promotions, transfers etc. relating to each individual.
- (7) *Maximum Production:* The chief aim of an organization is to get the best results from the available resources. Industrial Psychology helps in achieving the target. The production is automatically increased if proper selection is made; the work is distributed properly; industrial relations are improved and human

relations are promoted.

Importance of Industrial Psychology

1. Understanding Human Relations
2. Human Engineering
3. Recruitment, Selection and Placement
4. Development and Training of Personnel
5. Accident Prevention
6. Promotional Schemes and Wage and Salary Administration
7. Motivation, Attitude and Morale

The principles and techniques of industrial psychology may be applied to the following areas of management:

- (1) *Recruitment*: Appropriate matching of job requirement with the employee's abilities lead to reduction in the cost of hiring, supervision and production. Accurate job analysis, standardized application forms, scientific screening of applications, use of psychological tests for vocational fitness, final overall rating and continuous review and check-up of the entire programme are some of the spheres where the psychologist can make an important contribution several psychological tests may be developed for the proper screening of the people. In this way, psychology may help in recruiting the right man to the right job.
- (2) *Selection and Placement*: Right man should be selected for the right job and industrial psychology helps in this effort also. It develops various devices such as interviews and psychological tests in order to achieve the objective of the selection. It also helps the placement of workers at different jobs scientific assignment of job is possible only with the help of industrial psychology.
- (3) *Executive Development and Training*: A psychologist by studying and investigating managerial problems like delegation, communication and supervision vitalizes the already practiced managerial psychology. Individual differences can well be measured by psychological study of the people for training purposes. Continuous and effective use of the capabilities of workers necessitates training of the workers and supervisors. Psychology determines what type of training should be given to the workers.
- (4) *Promotional Schemes*: Why should a man be promoted or transferred or demoted or discharged. These employment situations should be based on abilities, usefulness and seniority. Performance appraisal is one of the psychological techniques to recognize the peoples' ability mere seniority should not be the guiding principle for promotions.
- (5) *Motivation*: The psychologists assume that the causes of different types of human behavior in industry and business are the needs or the motives that drive an individual to behave in a particular way. Industrial psychology problems into behavior of people at work to determine the conditions in which an individual or people at work to determine the conditions in which an individual feels motivated and is willing to work wholeheartedly to maximize the productivity. Industrial psychology has identified the financial and non-financial incentives which are used by the management to motivate the personnel.
- (6) *Attitude and Morale*: The psychologists have established the relationship between the attitudes of the employees and their performance. Psychological studies outline the major factors favorable or detrimental to good morale and give some class as to the steps which can be taken to give further understanding of needs, perceptions, satisfaction and motivation of people in relation to their working situations.
- (7) *Wages and Salary Administration*: The wage rates in the industry should be fixed on some suitable and scientific

formula. The psychologists have developed the techniques of job evaluation, merit-rating and job analysis as basis for rational wage and salary structure. Job evaluation and merit-rating are the techniques which evaluate the worth of the job and of the man respectively. Merit-ratings technique evaluates the men while the job analysis determines the job description and worth of the job.

- (8) *Human Relations*: Human relations may briefly be described as the relations or contacts among individuals in an organization and the group behavior that emerges from these relations. The modern industrial psychologists treated people in industry as human being and have made significant contribution to industrial management by developing concepts and techniques of effective leadership. They suggest the possible ways and means to solve the industrial strife.
- (9) *Human engineering*: It is designing and laying out equipment in order to get the greatest efficiency of man-machine system. The industrial psychologists working in human engineering provides data on which management can decide to improve the design and the product for the comfort and to increase the sale to the satisfaction of customers. It also helps in reducing machine breakdowns, wastage of raw materials and training time to workers, to minimize accidents and introduce better performance and job satisfaction. Industrial psychology has humanized the management and opened the way to a much fuller utilization of the human factor in industry.
- (10) *Accident Prevention*: The psychological studies show that 98% of the accidents in industry are preventable. It means personal or psychological factors play an important role in any programme of accident prevention. Monotony and fatigue studies help in minimizing the

accidents. Psychologists have made the contribution of signals to the development of safety programme and the preservation of human factor in industry.

Conclusion

Since Industrial Psychology is the study of people at work and is concerned with the entire spectrum of human. Its scope is the entire process of management dealing with people at work. There is hardly a field in industry where human understanding is not required; there is hardly a problem in industry and business where human aspect is not involved and hence there is hardly an area in which industrial psychology cannot play its role. Industrial psychology is a useful aid to the efficient management of people at work.

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