

# HUMAN PSYCHOLOGICAL BEHAVIOR IN THE MULTINATIONAL ORGANISATION: A PHILOSOPHICAL APPROACH

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## 1. Introduction:

Psychology can be defined as the study of mental processes and behaviour. The term comes from the Greek words *psyche*, meaning "breath, spirit, soul," and *logia*, meaning "study of." Psychology has not always existed as it has today. In fact, it is considered a relatively young discipline, although as one eminent psychologist explained, it has a short past but a long history. Psychology emerged from biology and philosophy and is closely linked to other disciplines including sociology, medicine, linguistics, and anthropology. Psychology has quickly grown to play a tremendous role in the world today. Psychologists are employed in hospitals, mental health clinics, schools, colleges and universities, government agencies, private businesses, and private practices. They perform a wide variety of tasks and roles ranging from treating mental illness to performing research to influencing public health policy.

Psychology is defined as "the scientific study of behaviour and mental processes". Although it comprises many sub-disciplines and theoretical perspectives that vary in methods, scope and area of focus, the modern practice of psychology, in both academic and applied settings, employs scientific rigour in the examination of human behaviour which demonstrates the link between foundation science, and human biology and behaviour. It then addresses elements of behavioural, cognitive and personality psychology, and mental disorders, and concludes by considering some ways in examination of the ways in which people behave, and why they do so, has occurred since ancient civilisation. Modern psychology has its conceptual roots in philosophy and 19<sup>th</sup> century physiology. Its development was influenced by work undertaken in different parts of the world, representative of different values and perspectives. William James, whose has been hailed as the genesis of modern psychology, applied introspective methods to determining the function of the mind. While functionalism and structuralism were superseded by other schools of thought, both made significant contributions to the discipline of psychology.

In multinational organisations, individuals who mediate or bridge between different national and cultural groups, such as headquarters and foreign subsidiaries, play a critical role and are known as 'bridge individuals'. This perspective article reviews the recent literature on bridge individuals and offers future research directions in which organisational psychology can contribute to the deeper understanding of the individuals in this role. I propose the interdisciplinary approach, in which knowledge of organisational psychology and other academic fields, such as cognitive linguistics, cross-cultural

communication, and social network theory, are integrated when studying bridge individuals. Concerns about the capacity of understanding and making predictions on the human behaviour were supported by immediate personal interests and wider social interests. In spite of the diversity of the branches of psychology, much of the experimental research continued in the same direction. This thesis provides the most important approaches of the behaviour in psychology, and highlighting its many meanings. To have an overview of the human behaviour it is necessary to restore the fragments; this phenomenon is difficult to achieve because of the misunderstandings of methodological and conceptual level in the branches of psychology. From this reason it is proposed to approach the behaviour from a transdisciplinary perspective, providing a more unified insight due to the third party and levels of reality. Thus the complexity and multidimensionality of human behaviour can be understood. Behaviour can be explained by taking into account both personal experience and social and cultural context in which it occurs, the mental state of the person who commits a behaviour, and personality structure, or the physiological, neurological or the genetic influences. This study examined the multiple relationships between job satisfaction, personality, and non-work role behaviours. Non-work role behaviours are defined here as groups of positive and negative behaviours that influence organizational effectiveness but are not part of a formal job description or controlled by an organization's reward/performance evaluation system. In recent years, both job satisfaction and personality have received renewed research attention examining how they contribute to the explanation and prediction of traditional organizational criteria such as job performance and training success. This study used the five-factor model of personality, job satisfaction, and positive and negative affect to explain employees' non-work role behaviours. Using a self-report survey, data were collected from employees in the health care industry. Two stage structural equation modeling was used to compare different theoretical models evaluating the contribution of job satisfaction, positive and negative affect, and alternate conceptualizations of personality to the prediction of non-work role behaviours. The results suggest that job satisfaction, affective state, and personality contribute uniquely to the prediction of non-work role behaviours. The results also suggest that criterion-related conceptualizations of personality are more successful in the prediction of non-work role behaviours than more general conceptualizations of personality. In addition to these findings, support is also provided for the congruent measurement of general attitudes and general behaviours. Theoretical and practical implications are discussed. Work impacts on the safety and health of humans who work in organisations. Organisations are influenced by the socio-political context. Organisations may be considered a system which may contain hazards which must be under control to minimise risk. This can be achieved by understanding models causation for safety and for health which will result in improvement in the safety and health of people at work. The organisational professional applies professional practice to influence the organisation to being about this improvement.

## **2. What Is Human Psychology:**

Psychology is both an academic and applied discipline involving the scientific study of mental processes and behaviour. Psychologists study such phenomena as perception, cognition, emotion, personality, behaviour, and interpersonal relationships. Psychology also refers to the application of such

knowledge to various spheres of human activity, including issues related to daily life—e.g. family, education, and work—and the treatment of mental health problems. Psychology is one of the behavioural sciences — a broad field that spans the social and natural sciences. Psychology attempts to understand the role human behaviour plays in social dynamics while incorporating physiological and neurological processes into its conceptions of mental functioning. Psychology includes many sub-fields of study and application concerned with such areas as human development, sports, health, industry, law, and spirituality. Psychology describes and attempts to explain consciousness, behaviour, and social interaction. Empirical psychology is primarily devoted to describing human experience and behaviour as it actually occurs. Since the 1980s, psychology has begun to examine the relationship between consciousness and the brain or nervous system. It is still not clear how these interact: does consciousness determine brain states or do brain states determine consciousness - or are both going on in various ways?

### 3. There are Several Branches of Psychology:

Comparative psychology refers to the study of the behaviour and mental life of animals other than human beings. It is related to disciplines outside of psychology that study animal behaviour, such as ethology. Although the field of psychology is primarily concerned with humans, the behaviour and mental processes of animals is also an important part of psychological research, either as a subject in its own right (e.g., animal cognition and ethology), or with strong emphasis about evolutionary links, and somewhat more controversially, as a way of gaining an insight into human psychology by means of comparison or via animal models of emotional and behaviour systems as seen in neuroscience of psychology. Personality psychology studies enduring psychological patterns of behaviour, thought and emotion, commonly called an individual's personality. Mainly focusing on the development of the human mind through the life span, developmental psychology seeks to understand how people come to perceive, understand, and act within the world and how these processes change as they age. This may focus on intellectual, cognitive, neural, social, or moral development. Quantitative psychology involves the application of mathematical and statistical modeling in psychological research, and the development of statistical methods for analyzing and explaining behavioural data. Psychometrics is the field of psychology concerned with the theory and technique of psychological measurement, which includes the measurement of knowledge, abilities, attitudes, and personality traits.

Psychology is a source of fascination for many people. By learning about the basics of behaviour and the human mind, people are able to gain a greater understanding of themselves and others. Psychologists also play a vital role in health care by caring for individuals experiencing mental health issues, performing psychotherapy, investigating treatment options, and teaching patients how to manage their symptoms effectively. For some people, an interest in psychology is fuelled by a desire to pursue a career in the field. Others may simply want to learn more out of curiosity or because they are thinking about consulting a psychologist for help with a health concern. No matter what the reason, building a better understanding of topics such as emotion, motivation, cognition, love, communication, and research methods will serve you well. Psychology may seem like a vast and daunting topic at first, but understanding a few basic facts can make it easier to get started. Once you have a strong understanding of

the basics, you will be better prepared to explore different ways that psychology may help improve your everyday life, health, and well-being. Psychology is not just an academic subject that exists only in classrooms, research labs, and mental health offices. The principles of psychology can be seen all around you in everyday situations. Psychology can also play a role in improving your health and well-being. For example, understanding some of the basic principles of behavioural psychology might come in handy if you are trying to break a bad habit and establish new routines.

#### **4. What is Behavioural Psychology:**

Behavioural psychology is the study of the connection between our minds and our behaviour. Sometimes you will hear behavioural psychology referred to as behaviourism. The researchers and scientists who study behavioural psychology is trying to understand why we behave the way we do and they are concerned with discovering patterns in our actions and behaviours. The hope is that if we can use behavioural psychology to help us predict how humans will behave, we can build better habits as individuals, create better products as companies, and develop better living spaces as communities.

#### **5. The Concept of Behaviour in Psychology:**

The psychology dictionary states that the term behaviour means the activity of an organism interacting with its environment. The term refers to all activities in general or to a given activity. It also refers to the adaptive responses assembly that a body equipped with the nervous system performs as a response to the stimuli of environment which are also objectively observable. The concept is highlighted in the early twentieth century by Henri Pieron in France, and John Broadus Watson in the United States. The term is historically associated with the psychology object redefinition proposed by behaviourism psychology. The behaviour is defined as a total response of an organism, in reply to living circumstances, depending on the environmental stimulation and its internal tension of successive movements which are oriented in a significant way. The behaviour designates the way to be and to act through the observable manifestations. The meaning and the direction of adaptive behaviour are of a major importance. In the narrow sense, the notion of behaviour is limited to directly observable body activities, which excludes at least at first glance, states of consciousness, thoughts, feelings, representations and other internal activities. The behaviour is therefore the most obvious aspect of the personality, the most readily observable and at the same time, most likely to be subject to interpretation. In the broad sense, the notion extends to internal activities and meets the notion of conduct proposed by Pierre Janet, meaning the activity or action in all its forms: internal- subjective and external-motor and always considering the unity of mental and behavioural facts. Therefore the conduct term includes both the external behaviour and the internal behaviour. The conduct is the action or the activity in all its forms, the mentally and motor way to lead an action of the subject in a given situation or in a typical one. Unlike behaviour, conduct includes internal subjective phenomena, bringing together at the organic level both mental and behavioural facts. Comparing the definitions, it appears that while the behaviour sphere is limited to the objective and observable reactions, the conduct includes also objective and subjective- internal phenomena, representing the unity of mental and behavioural facts. The conduct is neither reduced to objective data such as motor and secretory responses, as the behaviourists understand them, nor to the simple responses

of the examined body in its environment. The conduct is a response to a motivation, putting into play the psychological, motor and physiological components. In this latter perspective, the direct observable is not taken as important criteria, psychology assuming among other things, and the task of overcoming the immediate direct observation conditions, making events accessible until then they were inconspicuous. Unlike behaviour that is limited in the sphere of objective and observable reactions, the conduct includes internal subjective phenomena, bringing together organically the mental and the behaviour facts. Thus psychic, sensory, intellect and emotional processes are designed as a kind of internal behaviour. Andrei Cosmovici has a unified approach saying that it is important to understand the behaviour of references to the body and especially of references to the social environment and psychic structure. The psychic structure is generated mainly by experience; the psychic system consists of specific concepts, traits of temperament and character, certain feelings and memories, etc. Thus the understanding of human behaviour implies reference to three factors, the man being a bio-psychosocial individual. Birch Ann notes that both heredity and environment influences the behaviour. By acting on the same genetic structures, different types of environment can cause different behaviours. Also, genetically different individuals, submitted to the same environmental influences, can exhibit different behaviours. So, heredity and environment interact, and what is important is the way one's variations acts upon the other within the relationship. Specifically, psychology studies the people's behaviour, meaning all the psychological reactions: words, actions, expressions. But a psychologist also needs information concerning internal experiences which are externalized through verbal testimony and descriptions. This information is important to the extent that they are consistent in many individuals. The behaviour is thus the most expressive form of combining the social and the psychological with hereditary. The psychic phenomena become psychosocial when they acquire behaviour direction and their implicit internal component is doubled by an explicit external manifestation.

## **6. Multiple Approaches of Behaviour:**

One important issue in the specialized literature has been, throughout time, the very terms in which the behaviour is addressed. For example, depending on the subject of a discipline or its theoretical paradigm, emphasis can be strictly on its material and neurophysiological substrate a behaviour can be the result of the neuronal chain possibly coupled with chemical support messengers, or on the psychological mechanisms that support or initiate a behaviour a behaviour can be the result of learning, a need, a compliance or avoidance. Also the emphasis can be on the role of macro-social or cultural determinants in the normal and pathological behaviour the delinquent behaviour can be a result of social pressures. Psychology though may relate and explain some simple behaviours, generally focuses on more complex behaviours, some normal, others abnormal and other pathological providing criteria to fit into one category or another. Depending on the type of the studied behaviour different branches can be distinguished such as behavioral psychology, psychology of religion, psychosomatic, clinical psychology, educational psychology, social psychology, etc.

## 7. The Need for Different Approaches of Behaviour:

In order to have a unified overview of behaviour is needed to rebuild the fragments, which is difficult to achieve due to misunderstandings of methodological and conceptual level, in the branches of psychology. An equally difficult problem to solve is that of consensus concerning the definition of terms and concepts used. The behaviours are explained by mental processes, or through neurophysiological processes, or through social and cultural processes, etc. One can observe that the behaviour is often reduced to the neurophysiological process that generates it or to the social context in which it occurs, or to the mental processes behind it. Cosmovici states that behaviour can be understood by relating to personal experience as well as biological and psychological structure, but also to the environment. Although it is complex and profound the disciplinary approach is performed on only one level of reality and cannot capture the multilevel nature of the studied phenomenon. The behaviour cannot be explained only through personal experience, or simply social and cultural context in which it occurs, or mental state of the person who commits a behaviour or personality structure, or influence the physiological, neurological, or genetic. Personal experience or social or cultural context in which a behaviour occurs, or even the psychological state of the person committing the behaviour, and not even the physiological, neurological, or genetic influences, if considered separately or on one level of reality are not sufficient to explain the behaviour. It is possible to consider all these factors simultaneously only taking into account the key concepts of transdisciplinarity as levels of reality and included third, proposed by Basarab Nicolescu . The understanding of the behaviour can be completed if taking into account the concept of level of reality. Thus it can be understood the complexity and the multidimensional nature of behaviour.

## 8. Trans Disciplinary Approach of Behaviour:

Basarab Nicolescu defines reality as that which resists to our experiences, representations, descriptions, images or even mathematical formalization, with a trans-subjective dimension. The level of reality is an invariant set of systems to the action of a number of general laws. Two levels of reality are different, if going from one to another, there is a breaking of the basic laws and concepts such as, causality. The transition from one level of reality to another involves a rupture of the laws and basic concepts. The laws that apply to a level of reality are different from the one that applies to another level of reality. The behaviour creates a bridge between body and psyche, tending towards equilibrium. The behaviour unifies the conflicting couple represented by perceptions, motivations, emotions, beliefs and their external, objective expressions, gestures, postures, physiological changes within a social context (family, community, religion and culture). The subjective experiences constitute into an open system in constant exchange with other people's experiences, and this exchange generates developments in adaptive behaviours to another level of reality that we can call the level of sensitiveness. The trans-disciplinary approach provides to the behaviour a unified and complete perspective, by the interaction of the reality levels, complementing the approaches offered by psychology.

## 9. Conclusion:

There are many branches of psychology. Psychologists often opt to specialize in a particular area. Some of the biggest subfields within psychology are clinical psychology, personality psychology, cognitive psychology, developmental psychology, and social psychology. The type of psychologist that you need may depend upon the type of problem you are facing. If you are experiencing emotional or psychological symptoms, you might need a clinical or counselling psychologist. If you have a question about whether your child is developing normally, then you might want to ask a developmental psychologist. Some psychologists work in the field of mental health, treating patients experiencing psychiatric disorders and psychological distress. Subfields such as clinical, counselling, and health psychology are focused on helping people with mental and physical health issues. Other psychologists work in applied subfields, such as forensic psychology and industrial-organizational psychology, to solve real-world problems. Still other psychologists focus their work on research to contribute to our understanding of the human mind and behaviour. Such psychologists may specialize in a particular area such as development, social behaviour, cognition, or personality. Psychology is more than mental health, when you think of psychology; do you envision a therapist jotting down notes as a client recounts childhood experiences? While therapy is certainly a big part of psychology, it is not the only thing that psychologists do. In fact, many psychologists don't work in the field of mental health at all. Psychology encompasses other areas including teaching, research, and consulting. Mental health is certainly a major area of interest in psychology, but psychologists also do things such as help athletes hone their motivation and mental focus, help design products that are safe and useful, and help businesses understand how to influence consumers.

## Notes and Reference:

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