



SNS College of Technology

Coimbatore - 35



23BAE717- Industrial Psychology

Unit I – Introduction, Principle and Practices



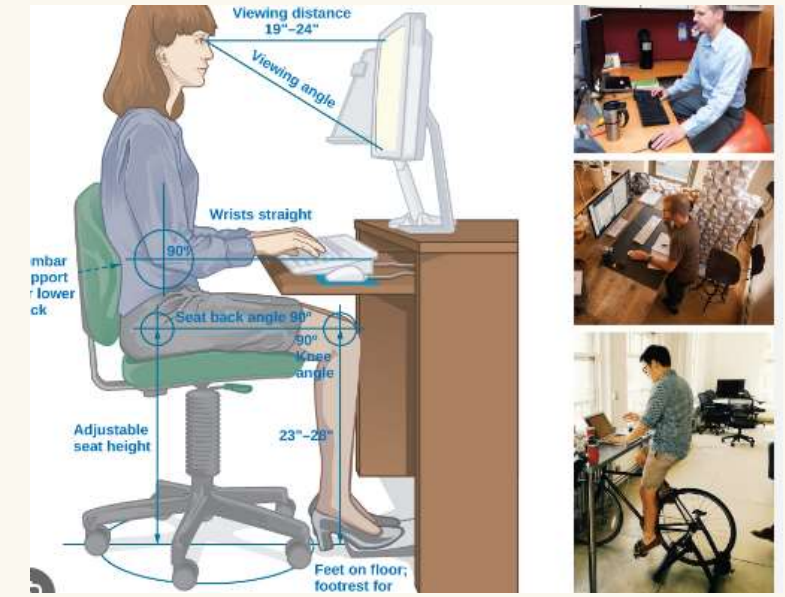
Presented by,

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Design Thinker.





Recap



Introduction to Advance Industrial Psychology

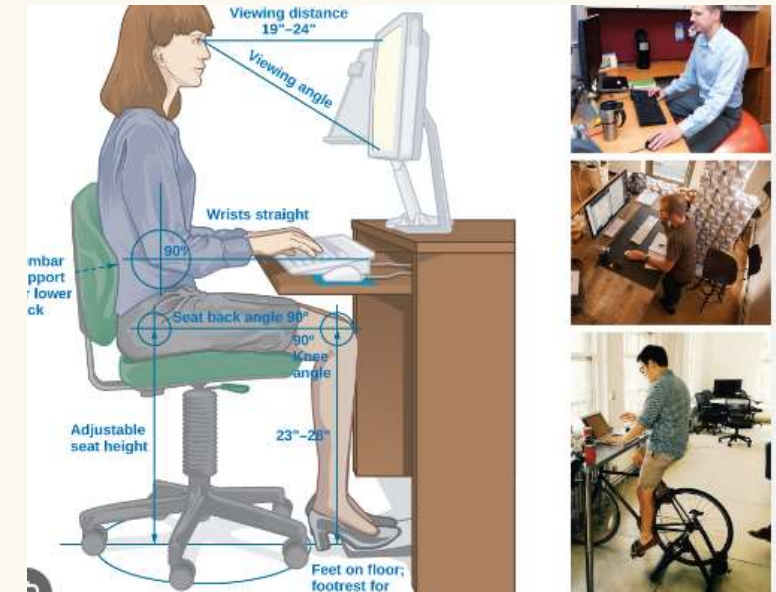


Guess the Topic for Today

Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Introduction to Advance Industrial Psychology



Points to Discuss

- **Understanding – Evolution**
- **Key practices - Theories**
- **Implications**
- **Ethical Considerations**

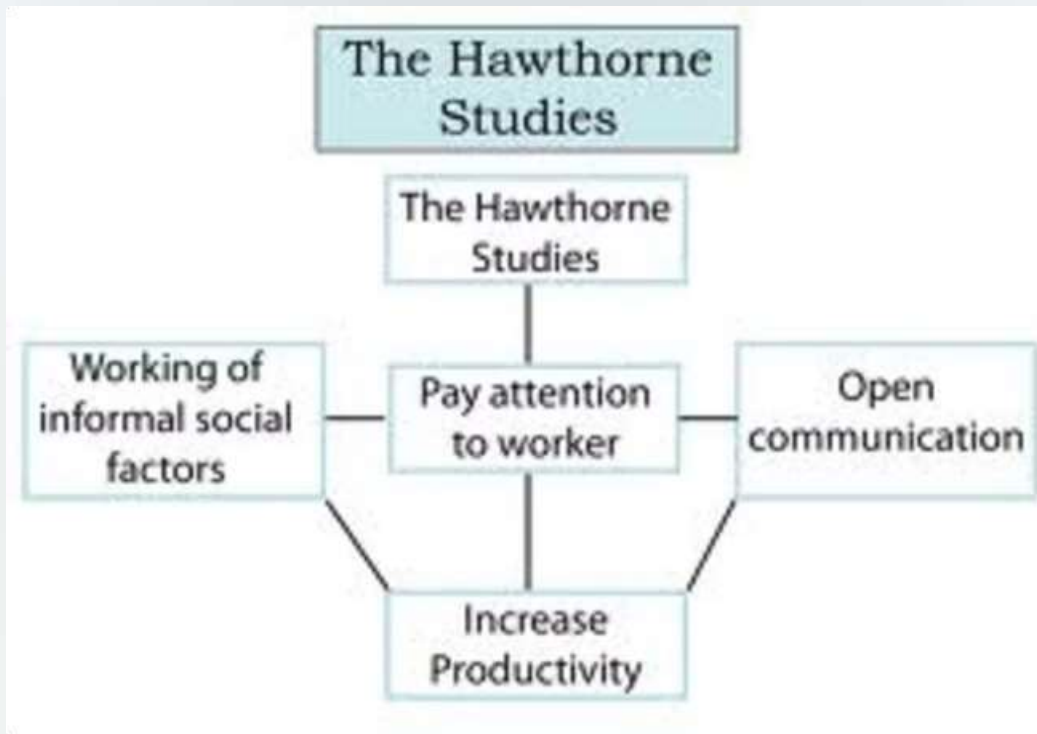


Introduction to Advanced Industrial Psychology

Explore the evolving field of industrial psychology, focused on human behavior in the workplace.



Understanding the Evolution of Industrial Psychology



1

Origins

Industrial psychology emerged in the early 20th century, focusing on worker efficiency.

2

Expansion

The field grew to include personnel selection, training, and organizational behavior.

3

Modern Focus

Today, it encompasses employee well-being, leadership development, and organizational transformation.



Key Principles and Theories in Advanced Industrial Psychology

Motivation Theories

Exploring what drives employee engagement and performance.

Decision-Making Models

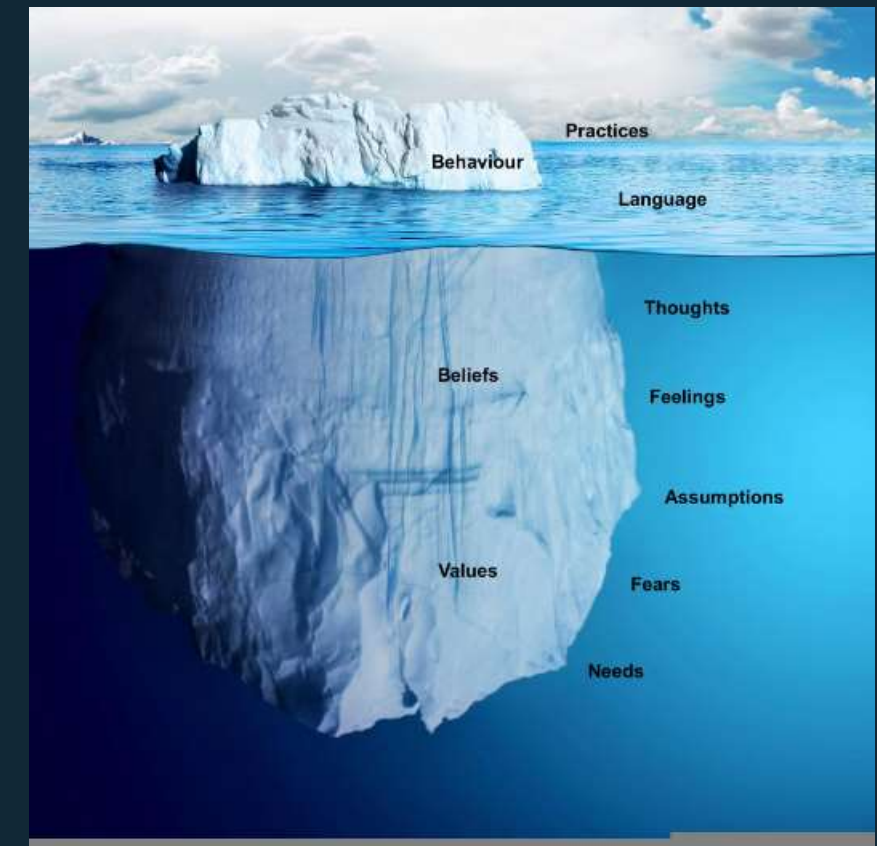
Understanding how individuals and teams make choices in organizations.

Organizational Culture

Analyzing the impact of shared values, beliefs, and behaviors.



Decision Making Model	Use This Model When:
Rational	<ul style="list-style-type: none">Information on alternatives can be gathered and quantified.The decision is important.You are trying to maximize your outcome.
Bounded Rationality	<ul style="list-style-type: none">The minimum criteria are clear.You do not have or you are not willing to invest much time to make the decision.You are not trying to maximize your outcome.
Intuitive	<ul style="list-style-type: none">Goals are unclear.There is time pressure and analysis paralysis would be costly.You have experience with the problem.
Creative	<ul style="list-style-type: none">Solutions to the problem are not clear.New solutions need to be generated.You have time to immerse yourself in the issues.





Organizational Behavior and its Implications



1

Group Dynamics

Exploring how teams interact, collaborate, and resolve conflicts.

2

Leadership Styles

Identifying effective leadership approaches for various organizational contexts.

3

Change Management

Strategies for navigating organizational transformation and adaptability.

4

Workplace Culture

Fostering a positive, productive, and inclusive work environment.



Personnel Selection and Assessment Techniques

Interviews

Evaluating candidates' skills, experience, and cultural fit.

Personality Tests

Identifying individuals' behavioral traits and work preferences.

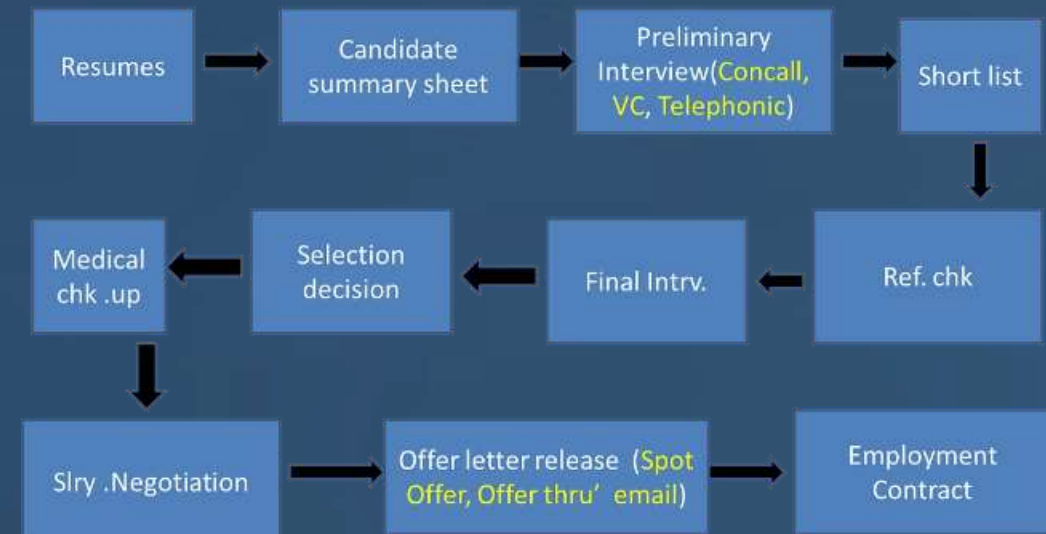
Skills Assessments

Measuring job-specific competencies and potential for growth.

Simulations

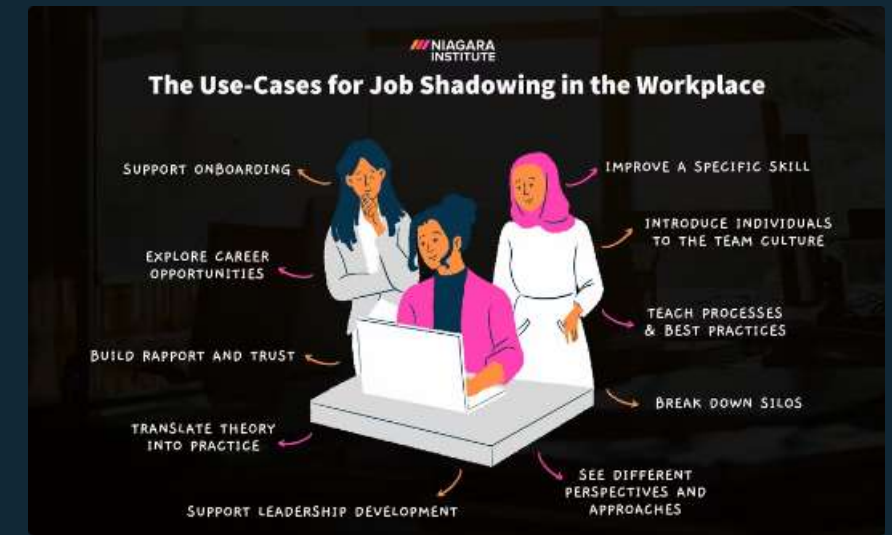
Observing candidates' problem-solving and decision-making abilities.

STEPS IN SELECTION PROCESS





Training and Development Strategies



Formal Training

Classroom-based instruction and workshops to build knowledge and skills.

Coaching and Mentoring

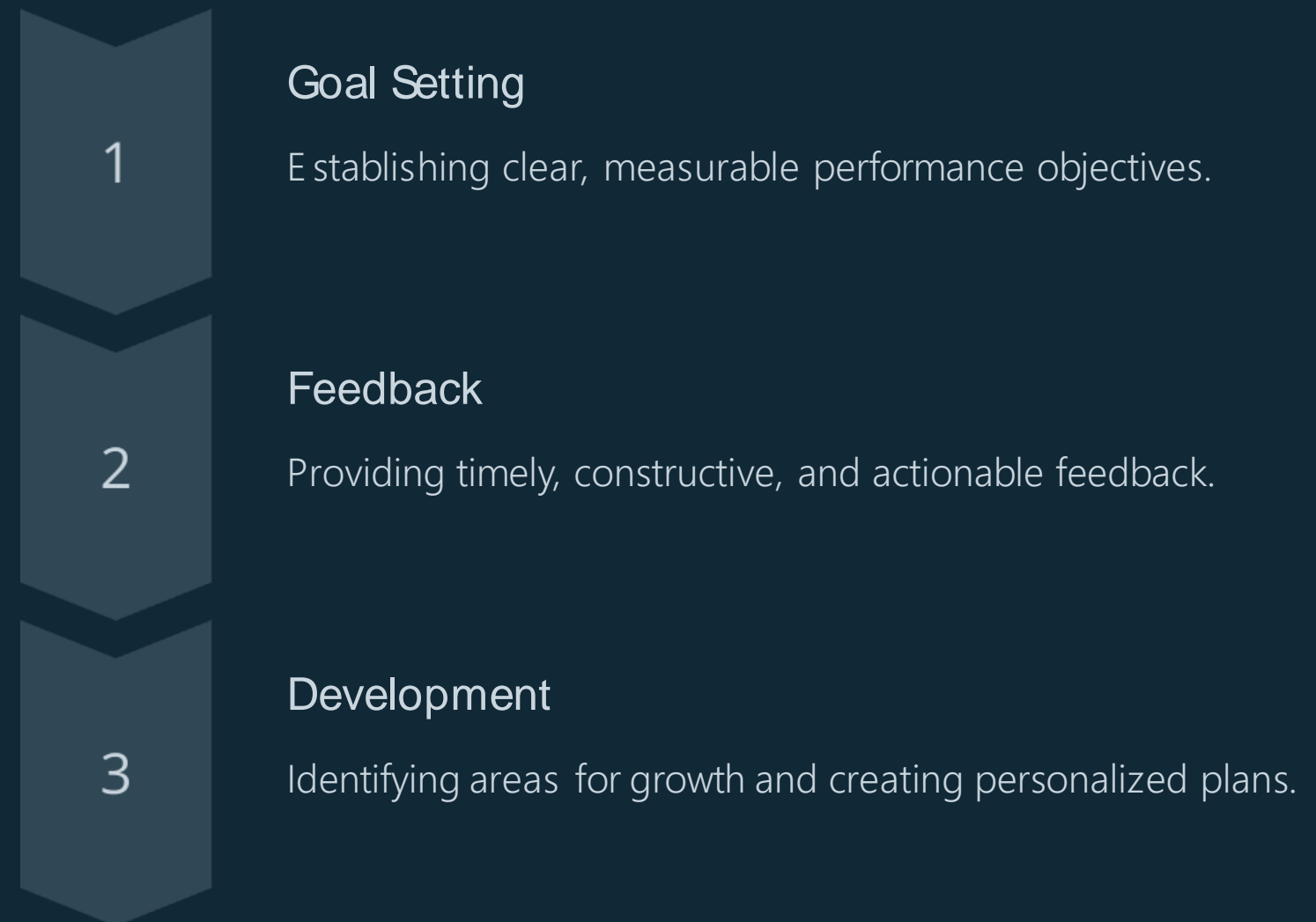
One-on-one guidance to support professional growth and goal achievement.

Experiential Learning

On-the-job training, job shadowing, and hands-on experiences.



Performance Management and Appraisal





Workplace Motivation and Engagement



Recognition

Acknowledging and rewarding employee accomplishments.



Work-Life Balance

Supporting employees' overall well-being and flexibility.



Growth Opportunities

Providing avenues for professional development and advancement.



Sense of Purpose

Aligning work to employees' values and organizational mission.



Organizational Change and Transformation



Change Drivers	Resistance Management	Leadership Role
Emerging technologies	Effective communication	Visioning and strategy
Shifting market demands	Addressing employee concerns	Motivating and empowering
Evolving organizational goals	Celebrating small wins	Fostering a culture of resilience





Ethical Considerations in Advanced Industrial Psychology

1 Fairness and Equity

Ensuring unbiased practices in hiring, promotion, and development.

3 Transparency and Integrity

Maintaining open communication and ethical decision-making.

2 Privacy and Confidentiality

Protecting employee data and personal information.

4 Societal Impact

Considering the broader implications of organizational policies and practices.



Assessment



The Job Characteristics Model identifies five core job dimensions. Which of the following is NOT one of them?

- a) Skill variety
- b) Task identity
- c) Task significance
- d) Job satisfaction

Answer: d) Job satisfaction



Summary

- **Understanding – Evolution**
- **Key practices - Theories**
- **Implications**
- **Ethical Considerations**





References

➤ <https://www.talentlyft.com/en/resources/what-is-industrial-psychology>



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THANK YOU...

Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork