

Modern Models Of Human Behavior In Management: Psychological Prerequisites

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Human behavior management is the development trend of management theory in the 21st century. The 21st century characterized by the knowledge economy calls for a human behavior management revolution. It is commonly thought that psychology occupies an important position in the scientific research of human behavior. Human psychological activity impacts on their behavior, thus J.StacyAdams (1980), Jay William Lorsch & John J. Morse (1974), Frank J. Landy (1989) and other managerial psychologists basically research human behaviors in management by their psychological activities. However with the change of times, modern organization and psychological behavior will change. Therefore, to understand the laws of modern human behavior so as to control, predict and manage their behavior, the modern systemic knowledge of psychology is essential.

The purpose of this paper is to research modern models of human behavior in management from psychology to analyze the actual application of models in combination with actual cases to predict, control and adjust human behavior. As a science that studies complex phenomena such as human psychological activities and behaviors at work, it is difficult to be studied and analyzed in depth and applied to practice.

The proposed method to solve the problem in this paper is to construct models from the perspective of psychology to illustrate the relationship between people's various psychological activities and complex behavior phenomena. Maslow's five-tier model of human needs (Maslow, 1943), motivational model (McClelland, 1985), big 5 personality models (McCrae & Costa, 1987) and attribution model (Kelley, 1967) all used this method to explain the influence of psychological behavior on actual performance and helped this paper in analysis. Besides, case comparison method will also be adopted to do detailed analysis of organizations. The case comparison method compares several cases to draw general conclusions. This method is to recognize and describe the basic similarities in different organizational structures. The collection and analysis of these similarities can produce general conclusions that can be used as tools for predicting future development and applied to other similar or comparable situations.

After this research we are able to get systematic relationship between human behavior with psychological activities to strengthen corporate culture construction, image construction, and psychological atmosphere construction to mobilize the enthusiasm of employees and improve labor productivity and competitive, survival and developmental abilities.

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