



# SNS College of Technology

Coimbatore - 35



## 23BAE717- Industrial Psychology

## Unit I – Introduction, Principle and Practices



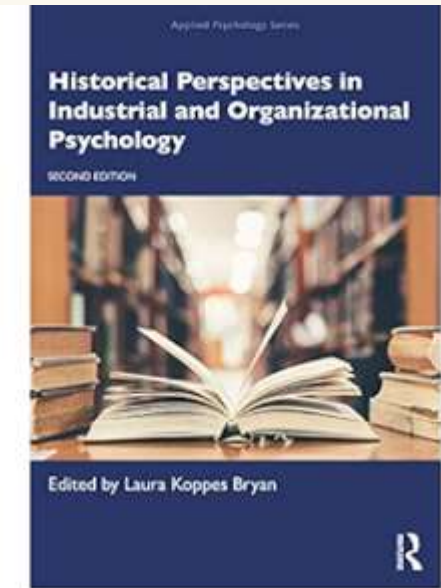
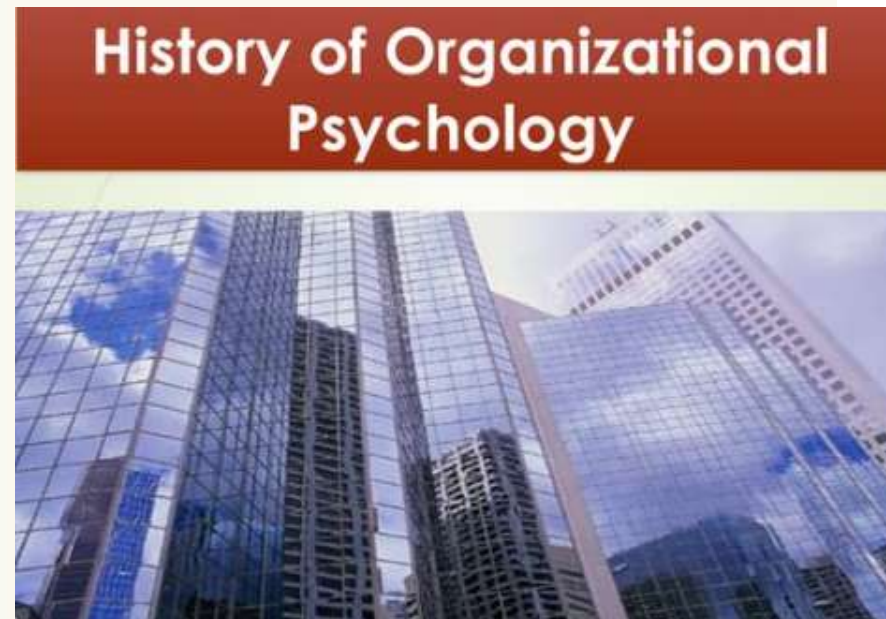
Presented by,

**Ms.A.Hanis Sultana**  
*Design Thinker.*





# Recap



## Historical Perspectives of Industrial Psychology

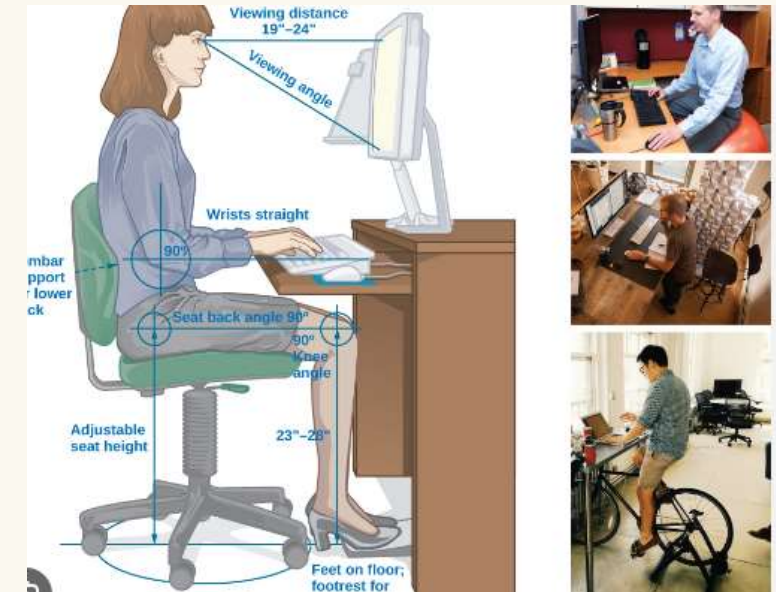


# Guess the Topic for Today

Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



## Causation of Behavior and Individual Differences



# Points to discuss

- **Individual differences in Industrial Psychology**
- **Personality Traits and Behavior**
- **Cognitive Abilities and Behavior**
- **EI and Behavior**
- **Motivation and Behavior**
- **Attitude and Behavior**



# Causation of Behavior - Individual Differences in Industrial Psychology

Explore the various individual factors that shape behavior and performance in the workplace.



# Individual Differences in Industrial Psychology

## Personality Traits

How an individual's unique characteristics influence their actions and responses.

## Cognitive Abilities

The impact of mental capacities on job-related tasks and decision-making.

## Emotional Intelligence

The role of emotional awareness and regulation in workplace interactions.



# Personality Traits and Behavior

## Extraversion

Outgoing, sociable individuals may excel in customer-facing roles.

## Conscientiousness

Organized, detail-oriented employees often thrive in project management.

## Neuroticism

Emotionally volatile individuals may struggle with stress management.

## Openness

Creative, imaginative thinkers can drive innovation in the workplace.

### EXPRESSIVE

Unstructured  
Wants Recognition  
Impulsive  
Outgoing

PEOPLE-ORIENTED

### AMIABLE

Agreeable  
Wants to be Liked  
Values feedback  
Artistic

OUTGOING

### DRIVER

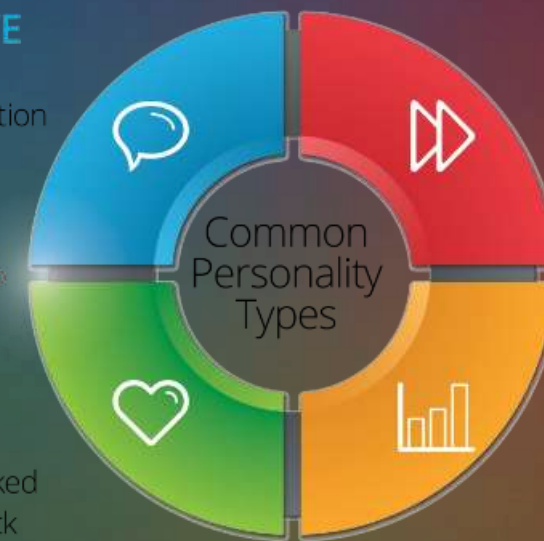
Results-oriented  
Wants to Win  
Calculated risks  
Impatient

TASK-ORIENTED

### ANALYTICAL

Logical  
Wants to Be Right  
Careful  
Formal

RESERVED





### 4 different types of cognitive abilities



# Cognitive Abilities and Behavior

## Fluid Intelligence

Adaptability and problem-solving skills for tackling novel challenges.

## Spatial Reasoning

Visualizing and manipulating objects, crucial for engineering and design.

1

2

3

## Crystallized Intelligence

Depth of knowledge and expertise accumulated over time.





# Emotional Intelligence and Behavior

1

## Self-Awareness

Understanding one's own emotions and their impact on decision-making.

2

## Empathy

The ability to recognize and respond to the feelings of others.

3

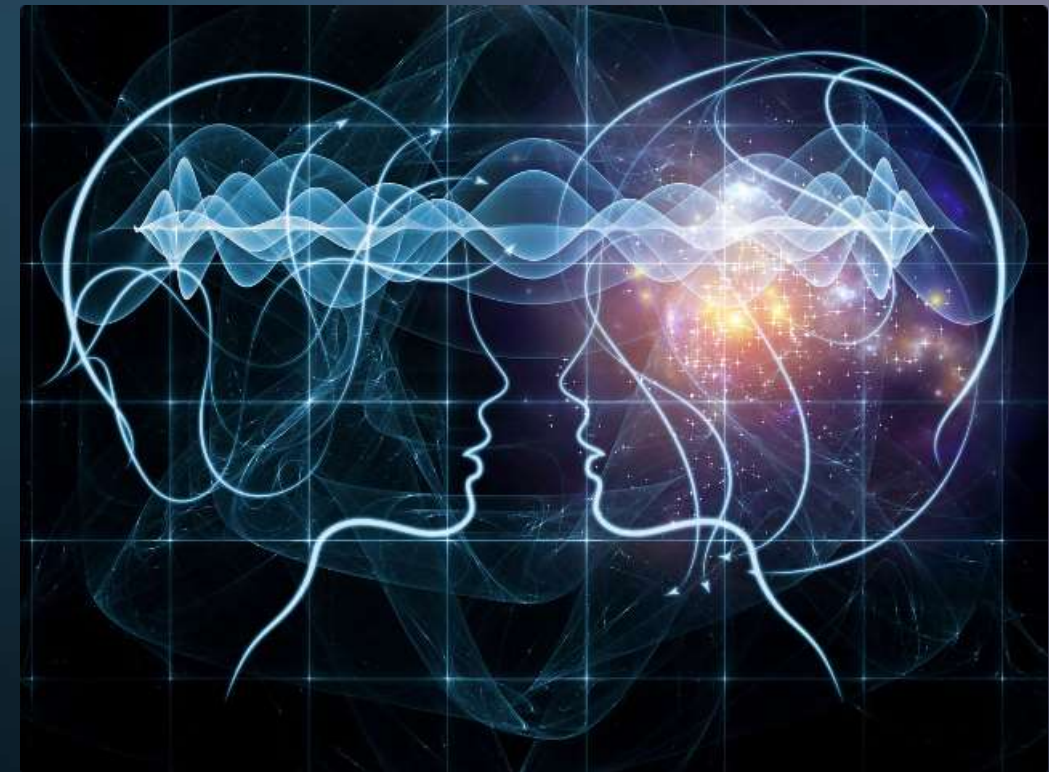
## Adaptability

Flexibility in navigating changing environments and interpersonal dynamics.

4

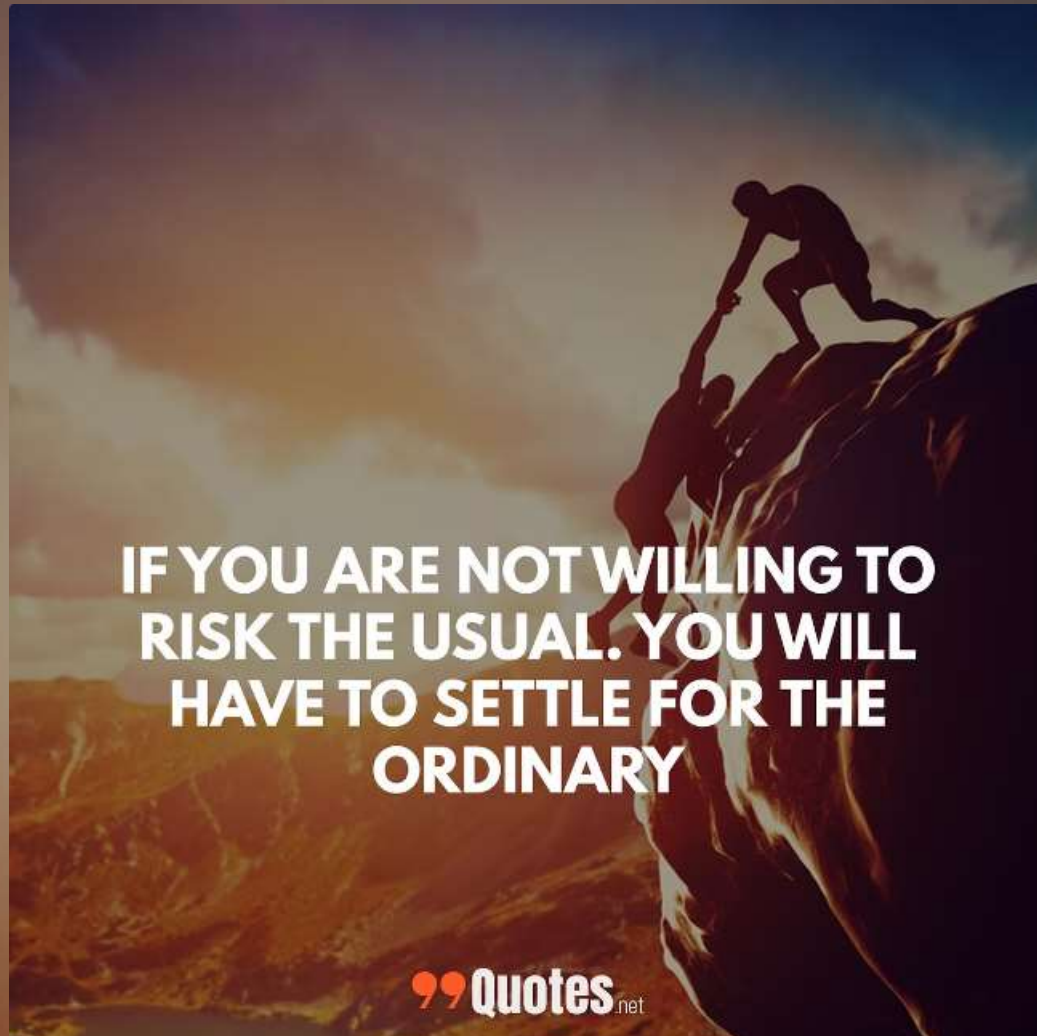
## Stress Management

Maintaining composure and productivity under pressure.





# Motivation and Behavior



Achievement

Striving for excellence and personal growth.



Affiliation

The desire to build meaningful connections with others.



Power

Seeking influence, control, and impact in the workplace.



# Attitudes and Behavior

1

## Job Satisfaction

Positive attitudes toward one's work and work environment.

2

## Organizational Commitment

Dedication and loyalty to the company and its goals.

3

## Organizational Citizenship

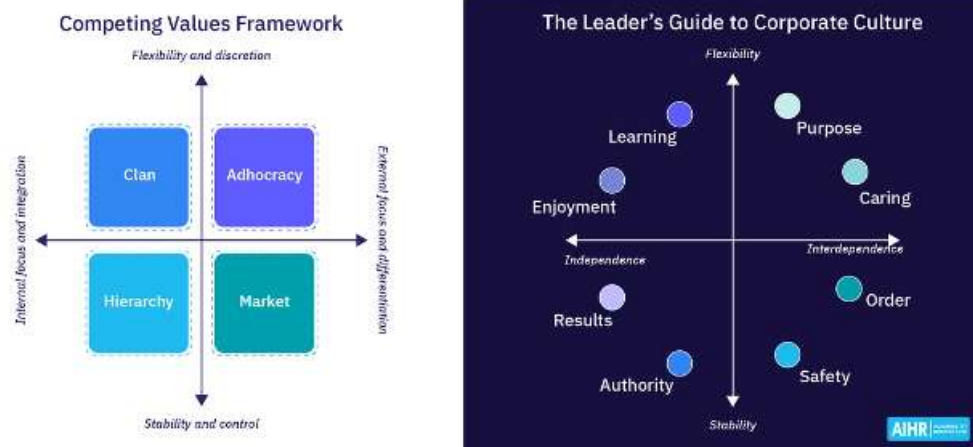
Voluntary behaviors that contribute to the organization's success.





# Organizational Culture and Behavior

## Types of Organizational Culture



Hierarchy

Defined roles, clear authority, and formalized decision-making.

Clan

Collaborative, family-like environment with a focus on mentorship.

Adhocracy

Dynamic, innovative culture that embraces adaptability and risk-taking.

Market

Competitive, results-oriented culture driven by external success factors.



# Relevant Examples of Individual Differences



## Customer Service

Extroverted, empathetic individuals excel at handling client interactions.



## Software Development

Analytical, detail-oriented thinkers thrive in complex coding tasks.



## Leadership Roles

Emotionally intelligent, adaptable individuals can effectively manage teams.



# Conclusion and Key Takeaways

## 1 Understand Individual Differences

Recognizing and leveraging diverse traits can optimize workplace performance.

## 2 Cultivate a Supportive Culture

Adapting organizational practices to individual needs boosts engagement and productivity.

## 3 Emphasize Continuous Development

Investing in employee growth unlocks their full potential and benefits the organization.



# Assessment

**Which of the following is a key component of the "Big Five" personality traits, often used in industrial psychology for employee selection?**

- a) Optimism
- b) Extroversion
- c) Intelligence
- d) Creativity

**Answer: b) Extroversion**



# 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...