

RECIPROCAL RELATIONSHIP BETWEEN HUMAN VALUES AND ORGANISATIONAL GOALS-A THEORETICAL VIEW

Vinod. S

Research Scholar, MS University

Abstract: People are different by nature, attitude, beliefs and their own values what are holding in this world. Psychologically all the concept has its own meaning and different in all aspects. Traditional concept says that a Person includes all the characters which are substantially related with his environment and the response what he accepts and giving from the concerned environment. Then it says that all the external and internal factors are the sum of someone's personality and it become mould a human being. Theories are postulating the meaning in different ways. But it is deliberately clear that all the above factors are must be contain in a someone's personality or the character, either knowingly or unknowingly this factors works in every human beings. Personality is the dynamic organization within the individual of those psychological systems that determine his unique adjustment to his environment. It refers how a person affect others and how he understands and views himself as well as the pattern of inner and outer measurable traits and the persons situation interaction. Importance of the values are depend on the great extend of its organizational goals and achievements. Values sometimes act as the basic element of creating or exploring the personality and character, on the same course it directly affect the desired output what the organization team expecting. When there is low work value congruence, the individual may engage in detrimental behaviors if the individual has a strong belief in his/her own values. Values are the component of behavior modification and character formation of a human. In the respect of contemporary views of management saying, the typical value shaping a human and works as stimuli for his commitment and dedication towards his work to the organization. Values are the frame work of perception towards a thing, objects, attributes etc. It can be hold by a sound culture where from the person urge the behavior what is actually he has. Values are the important element of culture. It provides a sense of direction and shape behavior. What matter should attended carefully are indicated by it.

Keywords: Attitude, perception, organizational goals, vision, mission, behavioral system.

1. INTRODUCTION

Organisational behavior is an important concept in modern management discipline. This area of study thoroughly examining the organizational goals and the environment of the firm in all respect. It covers the personal work life, behavior, attitude, culture and values of the employees who are engaged the job of the firm. It is clear that to examining the personal growth and organization development in a major fact. This area sketching the organizational goals and human behavior in the great extend. Why do people behave a certain way in an organizational environment? What factors affect job performance, employee interaction, job commitment, leadership and managerial styles? Individuals have studied this very topic for decades in order to find ways of increasing organizational performance. Organizational behavior is the study of both group and individual performance and activity within an organization. This area of study examines human behavior in a work environment and determines its impact on job structure, performance, communication, motivation, leadership, etc. Internal and external perspectives are two theories of how organizational behavior can be viewed by companies.

2. BASIC HUMAN VALUES

The Theory of Basic Human values, developed by Shalom H. Schwartz, is a theory in the field of intercultural research. The author considers the theory as an essential extension of previous approaches to comparative intercultural research theories. Values can lightly or more strongly oppose each other, which has led to the organization of the values in a circular structure along two bipolar dimensions. The first dimension is openness to change versus conservation, which contrasts independence and obedience. The second bipolar dimension is self-enhancement versus self-transcendence and is concerned on the one side with the interests of one-self and on the other side of the welfare of others. Although the theory distinguishes ten values, the borders between the motivators are artificial and one value flows into the next, which can be seen by the following shared motivational emphases. Recent studies advocate that values can influence the audience's reaction to advertising appeals. Basic human values refer to those values which are at the core of being human. The values which are considered basic inherent values in humans include truth, honesty, loyalty, love, peace, etc. because they *bring* out the fundamental goodness of human beings and society at large. Further, since these values are unifying in nature and cut across individual's social, cultural, religious and sectarian interests; they are also considered universal, timeless and eternal applying to all human beings

Why Values are needed?

We encounter several circumstances every day which test our patience, our character and peace of mind. We have to make tough decisions each day. What guide us in these circumstances are our values. Our values serve as markers to tell if life is heading in the right direction.

When our actions and words are aligned with our values, life feels good and we feel content, confident and satisfied. But when our behaviors don't match-up with our values, we sense an uneasiness that grows inside us. This uncomfortable feeling tells us that not all is good right now. We feel out-of-sorts. These feelings can be a source of anxiety and unhappiness. We need value in our lives to:

- Guide us in the right path.
- Learn the importance of certainty, goodness and beauty.
- Give direction to life and bring joy.
- Learn satisfaction towards life.
- Attain peace in life.
- Develop character.
- Preserve our culture and heritage
- Bring changes in behavior towards positive thoughts;
- Promote the peace and harmony in the society

3. ORGANISATIONAL GOALS AND BEHAVIOUR OF WORKERS

As it said that, employees are the backbone of a business organization, when the management plans for their vision and missions it must be retain the interest and attitude of the worker who are working in the organization. Value is one of the important components of human behavior and attitude it works simultaneously, in between human and the goals. It is clear that team job required the participation of all who being in it, when anyone deny to act well it should affect the entire team and goal. So the HR department always making a keen observation in the field of selecting people by thoroughly understanding his or her entire personal details, past history well it is not much effective in all time but it is enough tools for understanding a brief about the personal life. Organizational goals are predetermined in nature, and it shall be divided for the concerned employees. The personality and attitude of them is important in this case.

TABLE 1: INSTRUMENTS FOR VALUES

Personal values	Respect, belief, loveable
Organizational value	Co-operation, Leadership, punctuality, responsible
Ethical Value	Do not do harm to others
Social Value	Social cohesion, social responsibility

TABLE 2: ORGANISATIONAL GOALS & VALUES

ORGANISATIONAL GOALS	Commitment towards work
	Focus of real goals
	Strength to bear challenges
	Coordination with the team
	Sincerity and commitment
	Ethical code of conduct
	Personal affinity
	Eager to avail opportunities
	Research mentality
	Vision to goals
	Good communication
	Interpersonal behavior
	Strong belief in themselves

From the above table it is clear that, personal values have many dimensions. For the better achievement of organizational goals the workers must be dedicate their own personal efforts and values to the work. Job satisfaction or the creation of job satisfactions depends on the degree of attitude and values.

ASSUMPTIONS AND FINDINGS:

- ✓ There is a relationship between job and value of personnel
- ✓ Values are intangible in nature it depend on the situation
- ✓ Values have its own reciprocal exchange with attitude
- ✓ Attitude can be understand from the values
- ✓ Values are inborn or mould through grooming
- ✓ It can be transfer from one to other

SUGGESTIONS TO ORGANISATIONS:

- ✓ Employees are the assets treat them carefully
- ✓ Provide better organizational culture to develop their values
- ✓ Provide value based education to them
- ✓ Do the moral support and character formation seminars to them
- ✓ Provide a sound organizational environment for their works
- ✓ Analysis personal level achievement and motivation.

4. CONCLUSION

Finally it is concluding that there is a mutual relationship between employees' values, attitude and personality among their concerned works too. The organization must be keep on faith and support to their workers for better and smooth going jobs regularly. Values can be developing through moral classes, regular interaction between delegate's sound enrichment in work life and personal life balance etc. The one who keep sound value can be achieve better result and performance in the organization.

REFERENCES

- [1] Schwartz, Shalom H. (2012). "An Overview of the Schwartz Theory of Basic Values". Online Readings in Psychology and Culture. **2** (1).
- [2] Berry, John; Janek, Pandey; Poortinga, Ype (1997). Handbook of cross-cultural psychology (2nd ed.). Boston, MA: Allyn and Bacon. p. 77.
- [3] Schwartz, Shalom H. (1992). "Universals in the Content and Structure of Values: Theoretical Advances and Empirical Tests in 20 Countries.". Advances in Experimental Psychology: 1–65.
- [4] Fischer, Ronald; Schwartz, Shalom (2011). "Whence Differences in Value Priorities? : Individual, Cultural, or Artifactual Sources". Journal of Cross-Cultural Psychology. **42**: 1127–1145.
- [5] Lindeman, Marjaana; Verkasalo, Markku (2005). "Measuring Values With the Short Schwartz's Value Survey". Journal of Personality Assessment. **85**: 170–178.
- [6] Corporate governance and Organisational Behaviour (Himalaya Publishing House)