



New Syllabus

SPPU

As per the New Credit System Syllabus (2019 Course) of
Savitribai Phule Pune University w.e.f. academic year 2022-2023

Industrial Psychology and Organizational Behavior

(Code : 402051D)

(Elective-VI)

Semester VIII
Mechanical and Automobile Engineering

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 **Tech Knowledge**[™]
Publications

Industrial Psychology & Organizational Behavior (402051D)

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(Semester VIII – Mechanical and Automobile Engineering, Savitribai Phule Pune University)

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First Edition : March 2023 (As per New Syllabus)

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ISBN 978-93-5563-401-6

Published By

TECHKNOWLEDGE PUBLICATIONS

Printed @

37/2, Ashtavinayak Industrial Estate,
Near Pari Company,
Narhe, Pune, Maharashtra State, India.
Pune - 411041

Head Office

B/5, First floor, Maniratna Complex, Taware Colony,
Aranyeshwar Corner, Pune - 411 009.
Maharashtra State, India
Ph : 91-20-24221234, 91-20-24225678.
Email : info@techknowledgebooks.com,
Website : www.techknowledgebooks.com

Subject Code : 402051D

Book Code : PE210A



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Leadership : Functions and approaches; trait, behavioral and contingency models; characteristics of successful leaders; role of power in leadership

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UNIT - I

INDUSTRIAL PSYCHOLOGY : INTRODUCTION

Syllabus

Introduction to Industrial Psychology, Brief History of Industrial Psychology, Nature, Scope and Problems, psychology as a science and areas of applications, Individual differences and their evaluation, Role of heredity and environment, study of behavior and stimulus to response behavior, Types of individual differences, Scientific management and its limitations. **Hawthorne Studies** : Introduction, Hawthorne Studies, Implication of Hawthorne Studies, Criticisms of Hawthorne Studies, Relevance of Industrial psychology in era of Industry 5.0.

Opening Case :

Abusive Customers Cause Emotions to Run High

Telephone Customer service representatives have a tough days with the automated telephone system that create a labyrinth for the customer. It keeps the awaiting for a long peroid even though when it is urgent. For this system customers become stressed out and fall into abusing the CSR(Customer Service Representatives) in this highly psychologocal case we have seen how the agents become emotionally regreted after being abused by the customers. Most of the customers attack these agent with slangs and other abusing words, even though they try to apology or handle the situation cordially. Then its a huge challenge to overcome the situations for the agent. In the whole case there are some examples of how the employees get themselves emotional for the abusive matters. In some certain level these cases affect the employees personal family life badly also. Employees go through some mental sickness and also compel them to resing from the job. So it is a huge challenge for Customer service industry to handle the abusive customer with a service mindset and with the proper dealings as they want.

- Q.1 From an emotional labor perspective, how does dealing with an abusive cusomer lead to stress and burn out?
- Q.2 If you were a recruiter for a customer- service call centre, what personality types would you prefer to hire and why? In other words, what individual differences are likely to affect whether an employee can handle customer abuse on a day-to-day basis?
- Q.3 If you were a recruiter for a customer- service call centre, what personality types would you prefer to hire and why? In other words, what individual differences are likely to affect whether an employee can handle customer abuse on a day-to-day basis?
- Q.4 What steps should companies take to ensure that their employees are not victims of customer abuse? Should companies allow a certain degree of abusive if that abuse results in satisfied customeres and perhaps greater profit? What are the ethical implications of this ?

1.1 Introduction to Industrial Psychology

- Industrial-organizational psychology is the branch of psychology that applies psychological theories and principles to organizations. Often referred to as I/O psychology, this field focuses on increasing workplace productivity and related issues such as the physical and mental well-being of employees.