

10.9 LET US SUM UP

Personality is the sum total of ways in which an individual reacts and interacts with others. Biological, cultural, family and situational factors influence the manner in which an individual respond to different situations. Each employee in an organization is unique and may and may not respond as other do in a particular situation. In this regard, we have discussed the importance of trait theories.

People receive stimuli from the environment through the five senses: taste, smell, hearing, sight, and touch. Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. Research on perception consistently demonstrates that several individuals may look at the same thing, yet perceive it differently. A number of factors influence to shape and sometimes distort perception. In this Unit we have discussed these factors. In addition to this, we have examined the role that perception may play in apprising one's performance.



10.10 FURTHER READING

1. Rao VSP and V Hari Krishna(2005), *Management: Text & Cases*, Excel Book New Delhi
2. Robbins Stephen , David DeCenzo,Sanghamitra Bhattacharjyya and Madhusree Agarwal(2008), *Fundamentals of Management*, Pearson
3. Singh Kavita(2010), *Organizational Behavior: Text & Cases*, Pearson
4. www. Yourarticlelibrary.com/perception
5. marketandme.blogpost.com/2009/01