behavior rather than others, predict how employees will respond to various actions and decisions, and influence how employees behave.

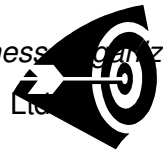
In this Unit, we have also discussed about Emotions, Emotional Intelligence and their influence on work behavior. Emotions are intense feelings that are directed at someone or something. They are object specific; that is, emotions are reactions to an object. One area of emotions research with interesting insights into personality is Emotional Intelligence (EI) or Emotional Quotient (EQ). EI or EQ is described as a form of social intelligence that involves the ability to monitor one's own and other's feelings and emotions, to discriminate among them, and to use this information to guide one's thinking action. Hence, it is very essential for organizational effectiveness.



11.9 FURTHER READING

1) Gupta R.N. (2006). *Business Organisation and Management*, New Delhi, S. Chand &b Company Ltd.

2) P. C. Tulsian & Pandey Vishal (2008). *Business organization and management*. New Delhi, Pearson Education Ltd.



11.10 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No. 1: Attitudes are more specific than values; whereas values are more broad and encompassing than attitudes. The values people hold can explain their attitude and, in most cases, the behavior they engage in, but unfortunately, we can't say which value shapes which attitude and behavior.

Ans. to Q. No.2: Yes, the statement is agreeable. Researchers have found that the value people emphasize vary with their occupations and professions. For example, scientists of all kinds are often theoretically inclined; business people emphasize economic value; artists have