

## → Neo classical Thoughts OF Management [George Elton Mayo]

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- It was developed many years ago because it was believed that the classical theory did not achieved a complete production efficiency and workplace harmony.

## Neo Classical Thoughts Of Management [George Elton Mayo]

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- It was developed many years ago because it was believed the classical theory did not achieved a complete efficiency and harmony in the workplace.

## Two movements in the Neo Classical Theory of Management

- (i) Human Relations Movement
- (ii) Behavioral Movement

1) Human Relations Movement :- Social and Psychological factors are important in determining worker's productivity & satisfaction.

- The movement shows that the emplo leaders are employee-centric, ~~democratic~~ democratic and follow a participative style.

2) Human Relations Movement :- Social and Psychological factors helps in determining workers efficiency and satisfaction

- The movement shows that the leaders are employee-centric, democratic and a participative style.

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### Two Movements OF Neo Classical Thoughts OF Mgt

① Human Relations Movement

② Behavioural Movement

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- The movement shows that the leaders are employee-centric, democratic and follow a participative style.

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- And the aim is to encourage employees to perform at the highest level and achieve organizational goals.

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### Neo classical Thought of Management

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→ And the aim is to encourage them to increase their efficiency to achieve organizational goals.

## Elements of Neo classical Theory of Management

There are three elements of neo-classical theory-

- (i) The Individual
- (ii) Work Groups
- (iii) Participative Management

(i) The Individual:- The neo classical theory of organization emphasized individual differences ignored earlier in the classical theory.

→ Every individual has emotions, feelings, hopes, aspirations and expectations.

(ii) Group Work Groups:- Workers are not isolated but part of certain groups, which are Informal organizations. Management must integrate these Informal organizations with the formal ones.

(iii) Participative Management:- The neo classical approach of management suggests the participation of workers in management. As neo classical theory is employee-oriented, worker's participation in planning job contents, operations will improve productivity.

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(ii) Behavioural Movement :- The theory proposes the idea that how the managers should behave to motivate the employees. And the aim is to encourage the employees to the highest level so that they can work more efficiently.

### Three Elements of Neo Classical Thoughts of Management

- (i) The Individual
- (ii) Work Groups
- (iii) Participative Movement

(i) The Individual :- This theory focuses on the individuals differences which was earlier ignored in Classical thoughts. Every individual have ambitions, motives, goals to achieve.

(ii) Work Groups :- The workers are not isolated but a part of certain groups which is known as Informal Organization. Management must integrates the Informal organization with formal organization.

(iii) Participative Movement :- The management should encourage the employees of the organization to participate in making decision of the company / organization. As the neo classical thoughts of management is employee-oriented, worker's participating in planning jobs and operations will increase productivity.

### Human Relations Approach :-

- (i) This approach focuses on inter-personal relationship.
- (ii) It lays importance on individual's needs and behaviour.
- (iii) Conflicts in the organization is taken as negatively and efforts are made to avoid it.
- (iv) It was based on Hawthorne experiments so its scope is limited.
- (v) Elton Mayo and his associates were the pioneers of this approach.

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## Behavioural Approach

- (i) It is based on group relations
- (ii) It emphasizes group behavior.
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- (iv) It refined human relations approach and had a wide scope. It is a systematic study of human relations in an organization.

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## Contribution To Behaviour Approach

- Improved usage of teams to achieve organizational goals.
- Emphasis on training and development of staff.
- Use of innovative reward and incentive techniques.
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## Neo <sup>New</sup> Classical Thoughts of Management

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### Three Elements of Neo classical Thoughts of Management

(i) The Individual

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(i) The Individual :- The theory focuses on individual's differences that was ignored earlier in classical thoughts. Every individual has its own ambitions, goals and motive in their life.

(ii) Work Groups :- Worker's are not isolated but a part of a group which is known as informal organization. Manager should must integrate the informal organization with formal ones.

(iii) Participative Management :- Management should encourage the employees to participate in decision making of the organization. As the Neo classical theory of management focuses on based on employee-oriented, it will help to increase the efficiency of the organization.

Human Relation Approach :-

- It is based on <sup>Inter-personal relationship</sup> individual's needs and behaviour
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## Behavioural Science Approach :-

- It is based on group relations
- It lays importance on group behaviour
- Conflicts are seen as modern organization and even has positive effect to the organization
- It views the human relation as a wide scope. It ~~is~~ <sup>is</sup> the systematic study of human relation in the organization.

## Contributions To Behavioural Approach

- Improved the usage of teams to increase organization efficiency
- It emphasizes the training and techniques efficiency of staff
- It introduces the incentives and rewards techniques
- Furthermore, the main focus on modern management is empowering employees via shared information.

## Limitations of Behavioural Approach of Management

- 1) Needs
- 2) Work
- 3) Satisfaction

1) Needs:- There might be different needs of different person. Needs may vary from person to person. So workers sometimes may not be motivated to work with the help of needs.

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- (i) Needs
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(i) Needs:- Needs may be different for different person. It may vary from person to person. So worker's ~~not~~ might not feel motivated with the help of needs.

(ii) Work:- Behavioural viewpoint only needs work not worker's satisfaction. Manager's give greed of needs to the employees. To full fill their needs, worker's work hard ~~with~~ which may lead to serious health issues.

(iii) Satisfaction:- Later it was proved that organization need profit not worker's satisfaction.