Week 1

An overview on Behavioral Science

What Is Behavioral Science?

- The simplest definition of behavioral science is that it's **the study of human behavior.**

- **Behavior** refers to the actions or reactions of an object or organism, usually in relation to the environment.

- Behavior can be conscious or unconscious, overt or covert, and voluntary or involuntary.

- **Human Behavior**: is the collection of activities performed by human beings and influenced by culture, attitudes, emotions, values, ethics, authority, persuasion, and/or coercion.

What Is Behavioral Science?

- In Business Management, Behavioral science is the science of **predicting the future**. Understanding how people have behaved in the past will help us understand how people will behave in the future.

What Is Behavioral Science?

- Behavioral science studies human behavior, specifically how humans really make decisions in the real-world.

# What does the term Behavioral Science mean?

- Behavioral science is the **collective term** given to a number of **disciplines** which focus on the study of the behaviour of humans.

- The word 'discipline' when used in an academic context refers to a body of knowledge, or what secondary schools refer to as 'subject'

- By using the word 'collective', we are being drawn attention to the fact that 'Behavioral Science' is the study of human behaviour from a number of different subject (discipline) areas.

What are these disciples make Behavioral Science ?
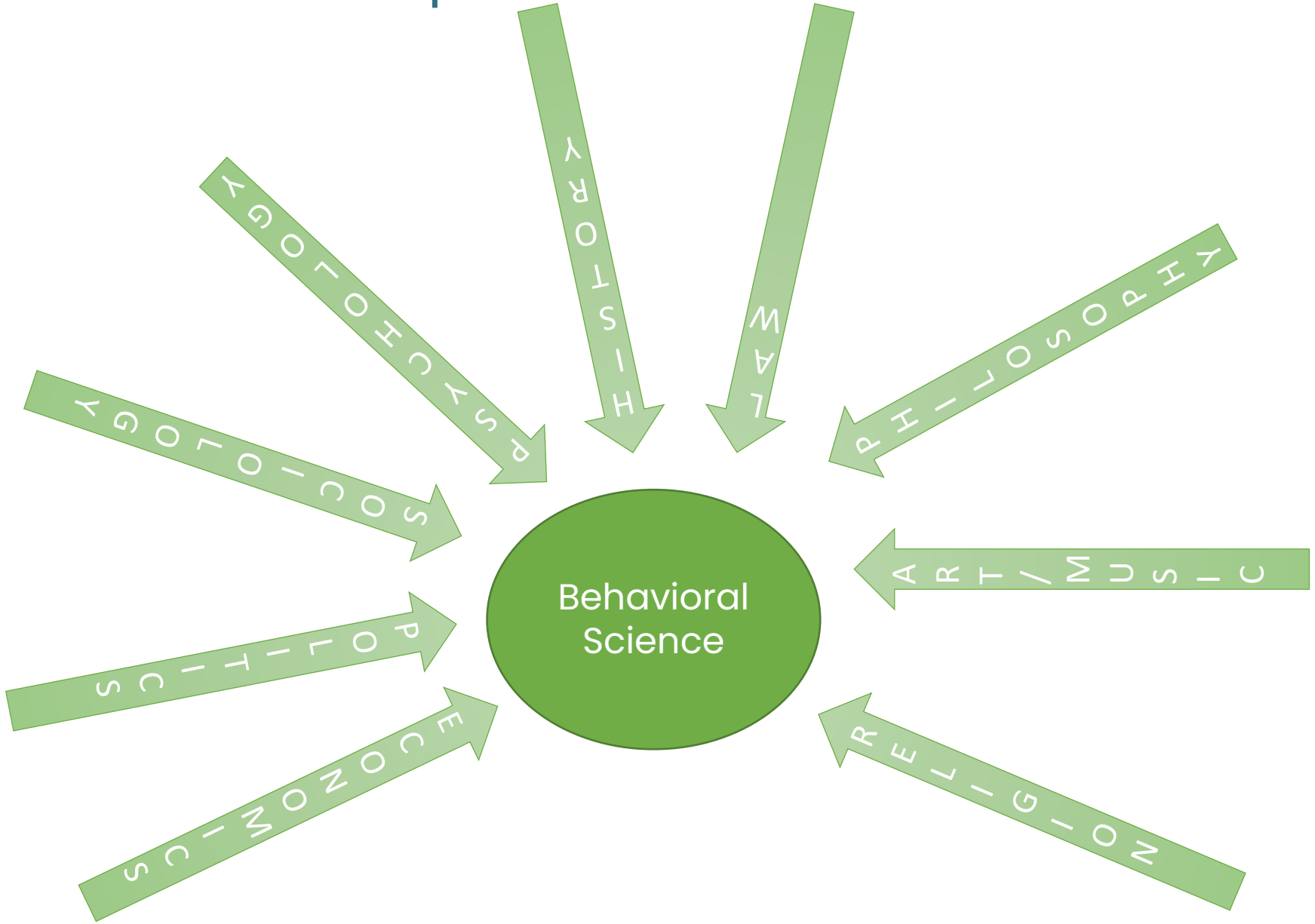
What are these disciples make Behavioral Science ?

PSYCHOLOGY

the science that aims to measure, explain, and sometimes change the behaviour of humans.

Psychologists primarily attempt to understand the behaviour of individuals.

The level of analysis is the individual person (not a group).

Psychology gives us insight into how an individual:

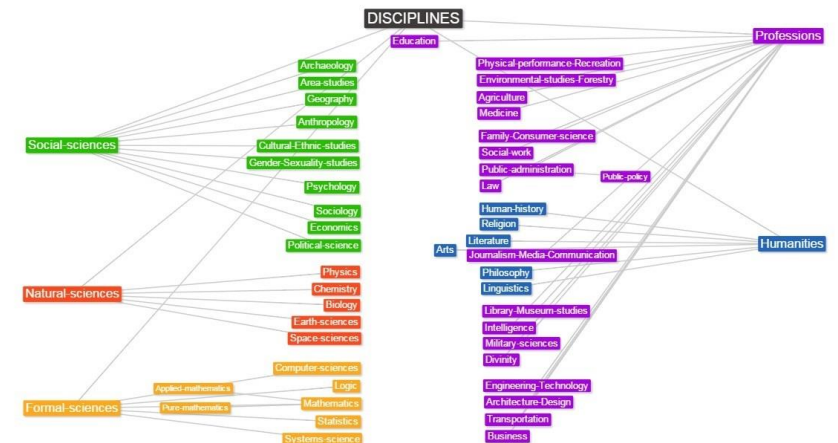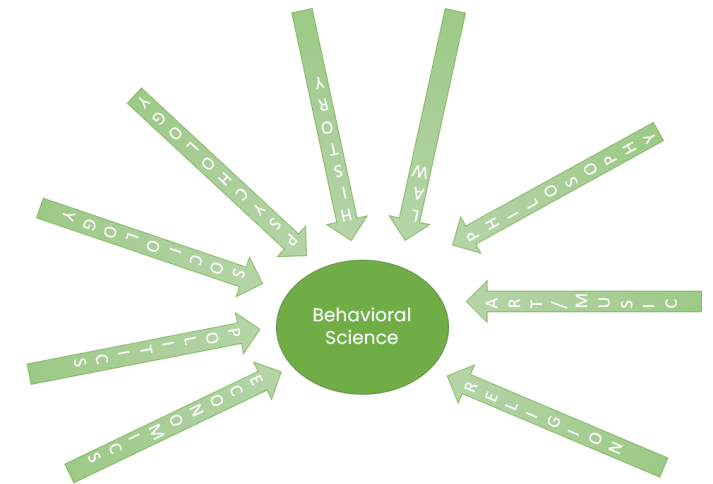|	
LEARNS	IS MOTIVATED
PERCEIVES	DEVELOPS PERSONALITY
DEALS WITH CONFLICT	ACQUIRES ATTITUDES

PSYCHOLOGY /saɪˈkɒl.ə.dʒi/

What are these disciples make Behavioral Science ?

SOCIOLOGY

The study of people in relation to their fellow human beings.

Sociologists have provided great insight into the collective behaviour of people in groups.

For example, this discipline has demonstrated the impact of power dynamics inside groups, the development and resolution of conflict within groups, the impact of culture, and more..

The level of analysis is the GROUP.

SOCIOLOGY /ˌsəʊ.siˈɒl.ə.dʒi/
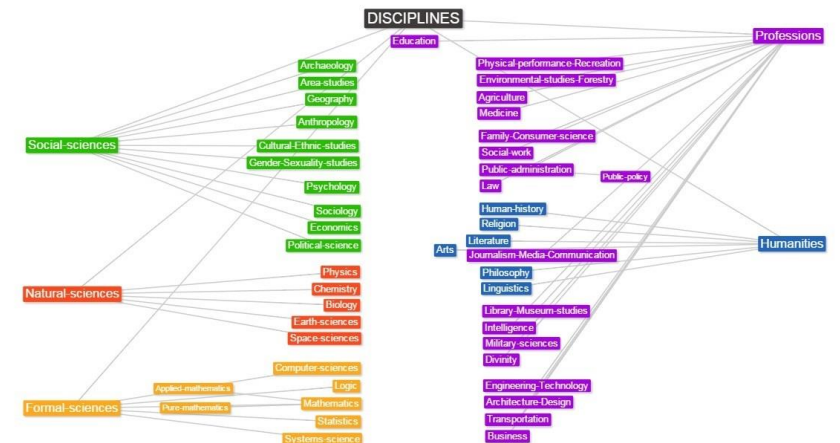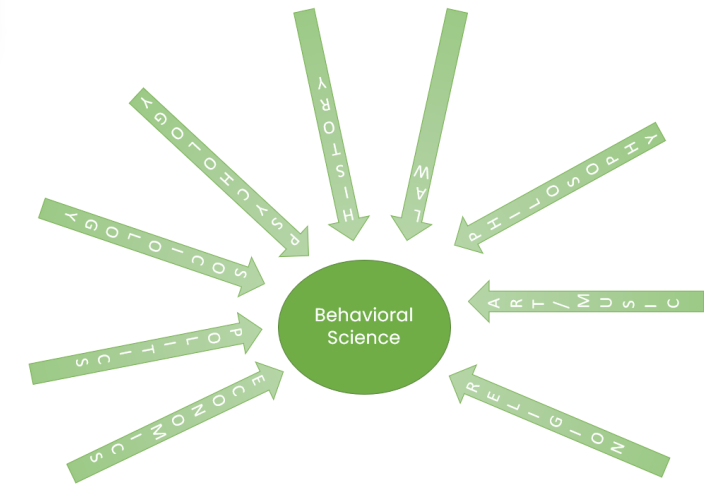
What are these disciples make Behavioral Science ?

POLITICS

The study of behaviour of individuals and groups within a political environment.

Political scientists' research on specific topics has importance for comprehending how people behave both individually and in groups inside organizations, for example, the use of power for personal or group profit. This manipulation will be obvious in the culture of the group/organization
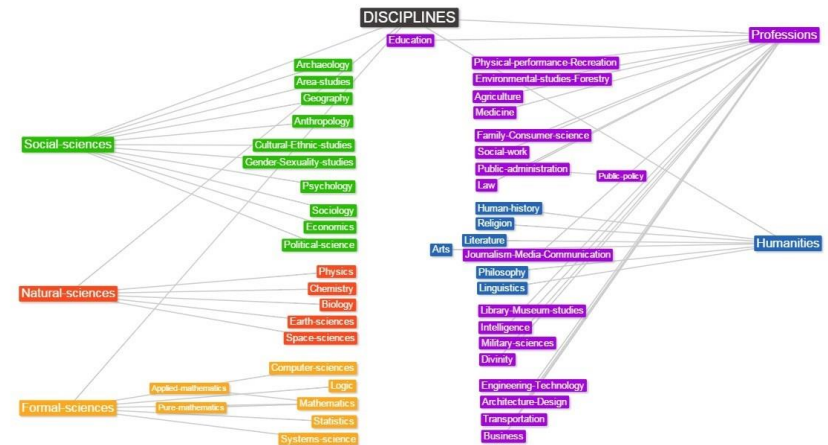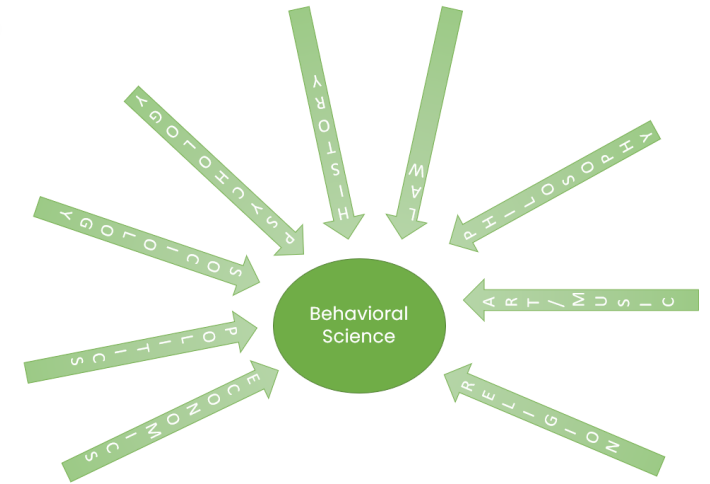
What are these disciples make Behavioral Science ?

ECONOMICS

The study of distribution of scarce resources to unlimited wants.

The main topics of study are those of production, exchange, and consumption of goods and services.

'Work' can be viewed as an economic activity in that , in exchange for labor, individuals receive necessary income with which to support themselves and their families.

The level of income is a function of several factors such as education, ambition, social class among others.

The level of income has an implication for behaviour and life-style.

ECONOMICS /ˌiː.kəˈnɒm.ɪks/
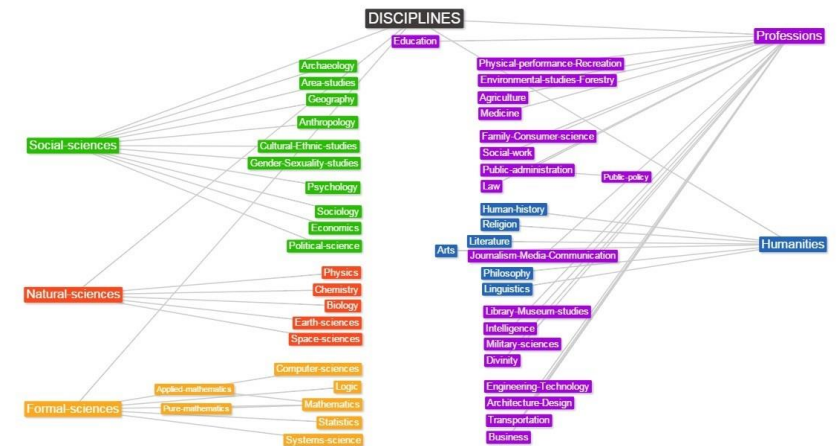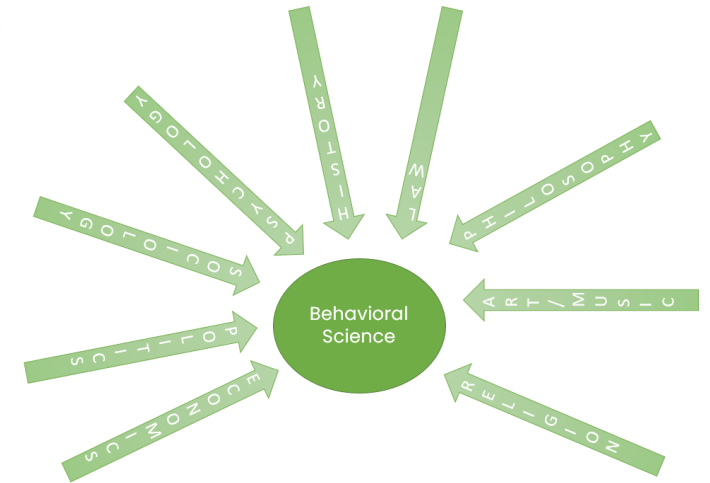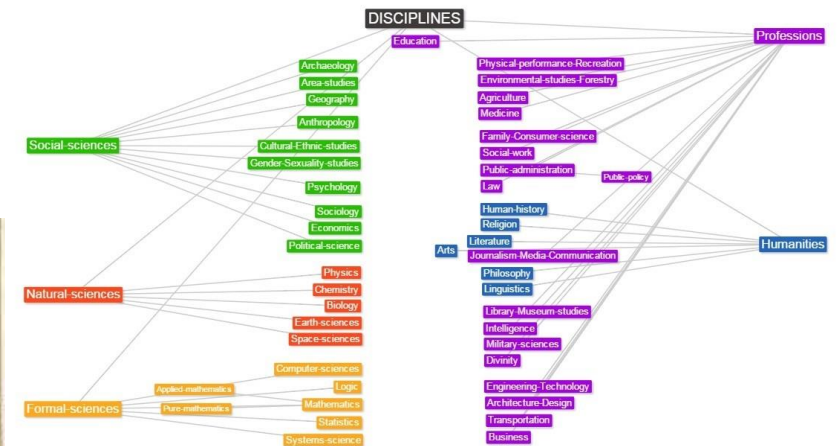
What are these disciples make Behavioral Science ?

HISTORY

'**The study of** past events', so that we might learn from past successes and failures...

We all use our past experiences to help us interpret the present.

We attempt to commend historical figures who have made major contributions to helping us understand ourselves.

Through looking into 'history' we can recognize patterns of behaviour which might not be obvious to us in present situations...
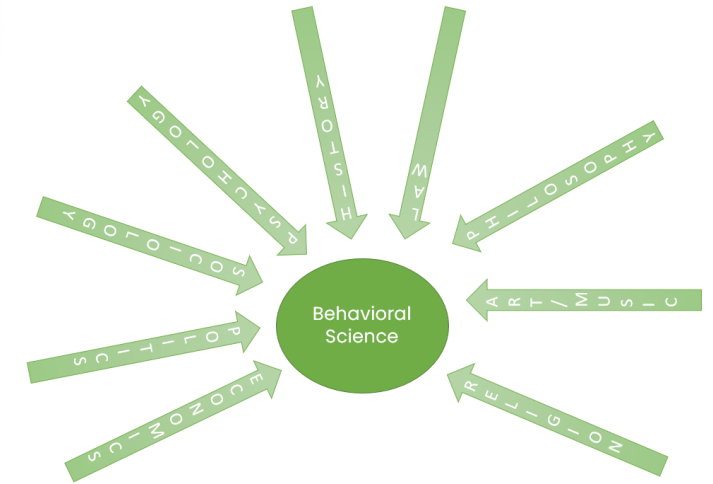
What are these disciples make Behavioral Science ?

LAW

**It is easy** to see how the law affects our behaviour. Just think of some of the many 'employment laws' and the constraints they impose on behaviour in the work-place!

For example, the Employment Equality Act, or the Unfair Dismissal Act, or the Minimum Wages Act !

Each of these has clear implications for the way people are managed, therefore they influence the behaviour of employers/managers and employees.

LAW /lɔː/
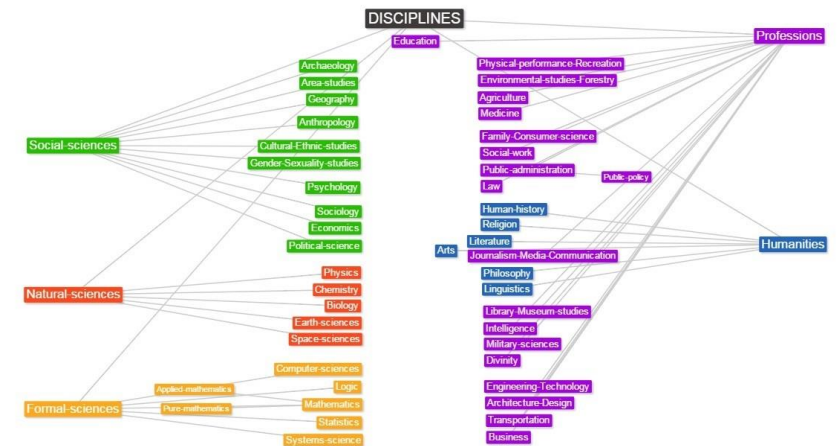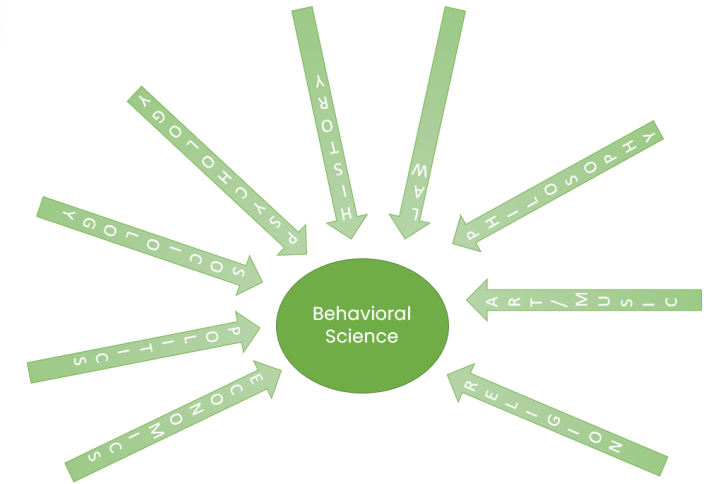
File No.1/16(1)/2022-LS-II
Government of India
Ministry of Labour & Employment
Office of the Chief Labour Commissioner(C)
New Delhi

Dated: 28/9/2022

ORDER

In exercise of the powers conferred by Central Government vide Notification No. S.O. 186(E) dated **19th January, 2017** of the Ministry of Labour and Employment, the undersigned hereby revise the rates of Variable Dearness Allowance for the employees employed in **Agriculture** w.e.f. **01.10.2022** on the basis of the average Consumer Price Index for Industrial workers reaching 365.76 from 357.65 as on 30.06.2022 (Base 2016-100) and thereby resulting in an increase of 8.11 points. The revised Variable Dearness Allowance as under shall be payable from 01.10.2022:-

Category of worker	Rates of V.D.A. Area wise per day (in Rupees)		
	'A'	'B'	'C'
Unskilled	121	111	109
Semi-Skilled/Unskilled Supervisory	131	121	112
Skilled/Clerical	144	131	121
Highly Skilled	158	147	131

What are these disciples make Behavioral Science ?

PHILOSOPHY

Philosophy can be used to refer to a body of knowledge which is studied in universities.

But in a broader sense it can be used to refer to '**a philosophy of life**' behind whole civilizations.

For example, a Christian philosophy supports all western societies in that social norms (e.g. monogamy) tend to reflect Christianity.

That may be changing slowly and may be replaced by a more secular philosophy.

In eastern societies the way of life tends to be supported by non-christian beliefs, for example, Hinduism,or Buddhism, or Islam, or Jewism or Taoism ...

PHILOSOPHY /fɪˈlɒs.ə.fi/

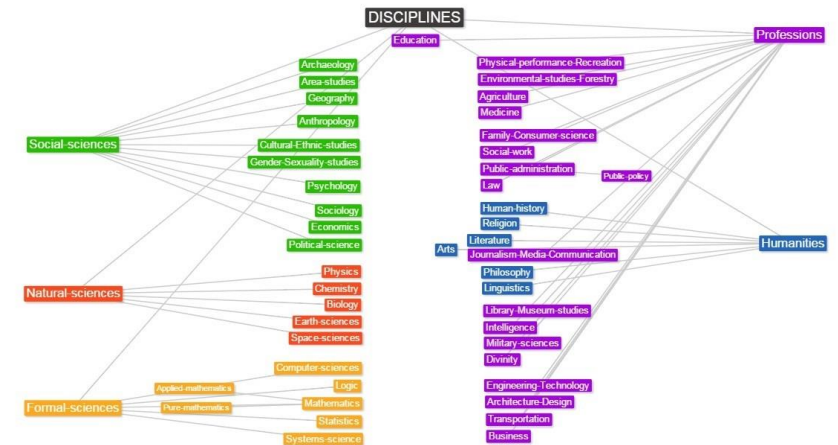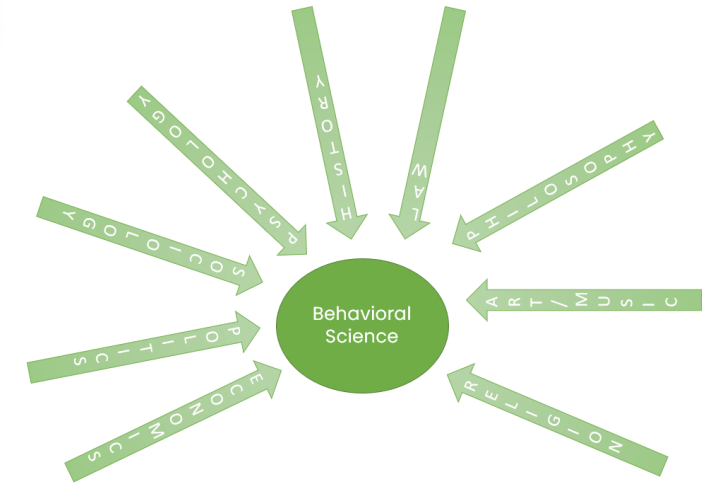# What are these disciples make Behavioral Science ?

ART & MUSIC

Art & Music have also a history behind them.

We see them reflecting a particular culture, or society or historical period...

We also know that music in particular, can have a major influence on the behaviour of whole groups of people and individuals.

This influence may be '**age**' related, or '**social class**' related, or '**religion**' related and so forth.

What are these disciples make Behavioral Science ?

RELIGION

**Religion** has a great ==influence== has on human behaviour.

Every major civilization is supported by a religion,

For example**, in China and Japan,** one find that Taoism and Buddhism have a major influence on the day-to-day life of people, **in India** the influence is largely through Hinduism and Islam.

In the West, institutions such as Law, and Marriage, reflect a Christian influence.

Older civilizations, such as the native American Indians also had a system of beliefs which was reflected in their lives, and so on.

RELIGION /rɪˈlɪdʒ.ən/
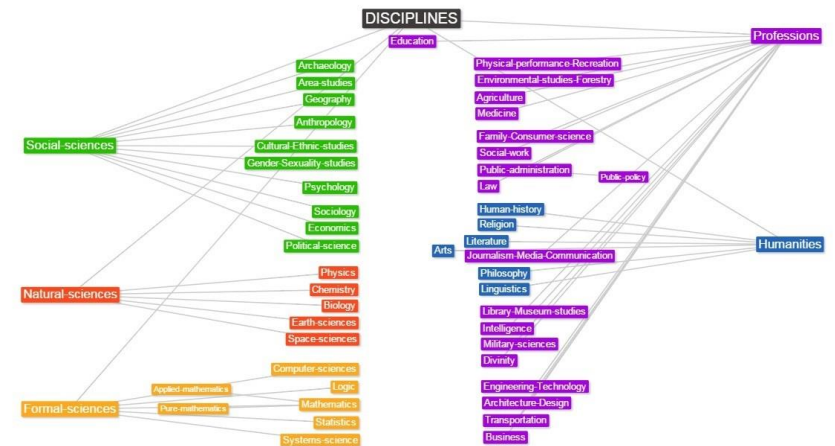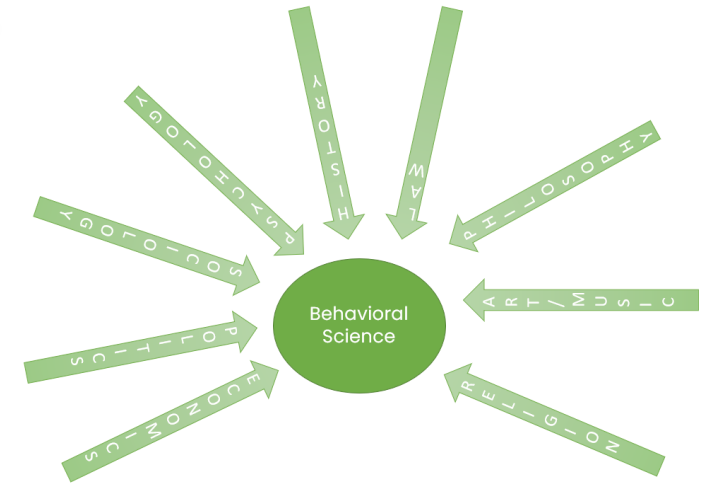
Application of Behavioral Sciences

**Health and Medicine**: Behavioral science can be applied in healthcare to help people make healthier choices and change negative behaviors. For example, a healthcare provider can use behavioral science techniques to encourage patients to adopt healthier diets, exercise regularly, quit smoking, and take medications as prescribed.

Education: Behavioral science can be used to improve teaching and learning by understanding how students learn and how to motivate them. For example, teachers can use positive reinforcement to encourage students to perform well or modify classroom settings to improve the learning environment.

Public Policy: Behavioral science can be used to inform public policy by understanding how people respond to different policies and interventions. For example, policymakers can use insights from psychology and economics to design more effective policies to address issues such as poverty, inequality, and environmental problems.

Today we will examine the application of Behavioral Sciences on

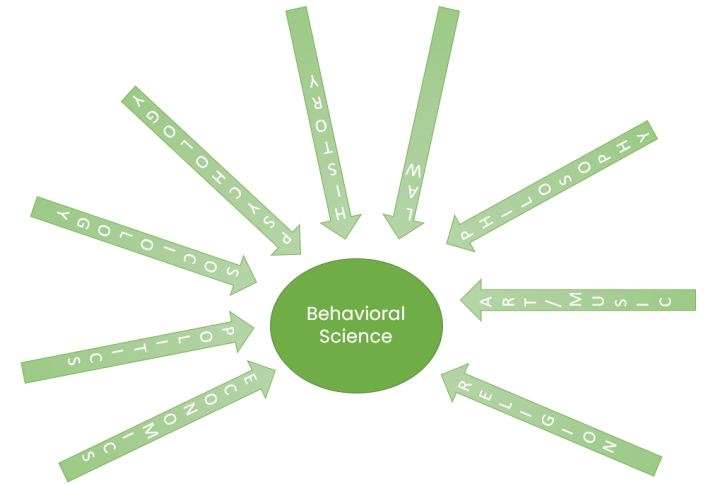1. Business Management

2. Organisation

3. Marketing
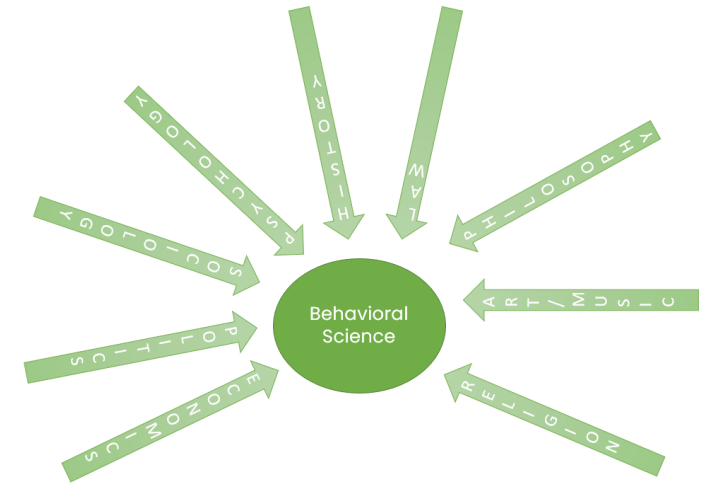
Application of Behavioral Sciences

How can Behavioral Science be applied to Business Management?

Behavioral science can be applied to business management in several ways to improve workplace productivity, motivation, and employee well-being. Here are a few examples:

Understanding Motivation:

Behavioral science can help managers understand what motivates their employees and how to design effective incentives and rewards. For example, using insights from motivation theory, managers can create a workplace environment that encourages employees to take on challenging tasks and achieve their goals.

Application of Behavioral Sciences

How can Behavioral Science be applied to Business Management?

Improving Decision-Making: Behavioral science can help managers understand how their employees make decisions and how to create a decision-making process that leads to better outcomes. For example, using insights from decision-making psychology, managers can design decision-making tools and processes that help employees overcome cognitive biases and make better decisions.
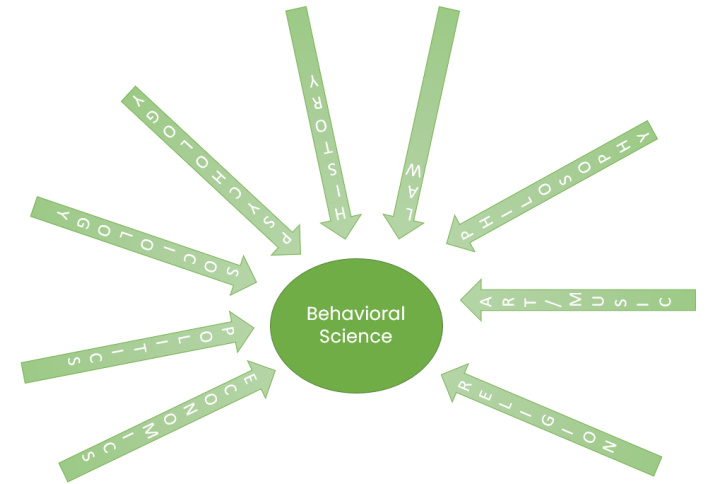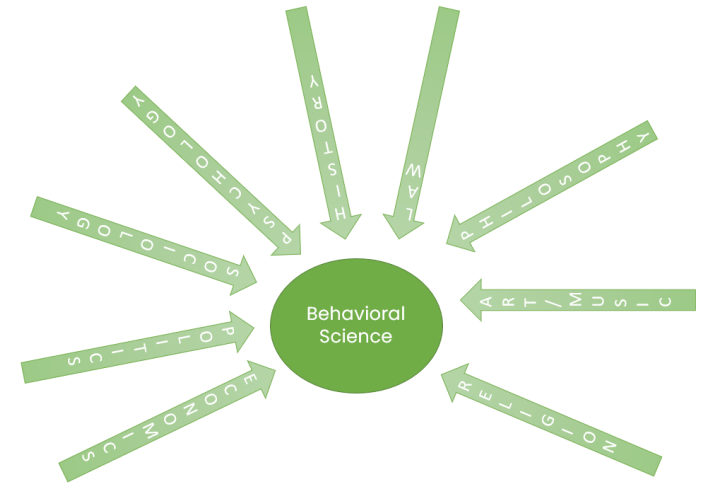
Application of Behavioral Sciences

How can Behavioral Science be applied to Business Management?

Managing Change:

Behavioral science can help managers understand how employees respond to change and how to manage change effectively. For example, using insights from organizational psychology, managers can design change management strategies that minimize resistance to change and maximize employee engagement.
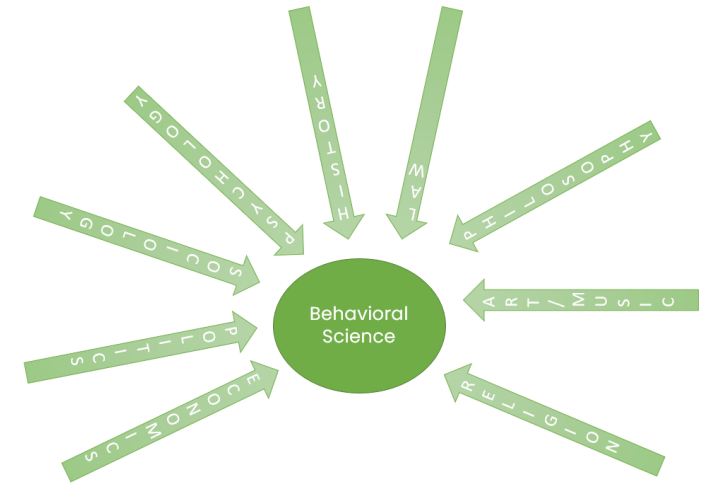
Application of Behavioral Sciences

How can Behavioral Science be applied to Business Management?

Enhancing Employee Well-being:

Behavioral science can help managers understand how to create a workplace environment that enhances employee well-being. For example, using insights from positive psychology, managers can design programs that promote employee well-being and foster a positive work culture.
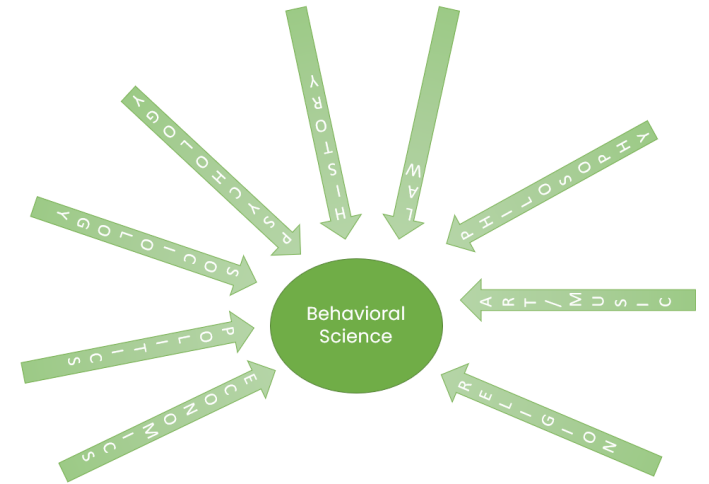
Application of Behavioral Sciences

How can Behavioral Science be applied to Business Management?

Building Effective Teams:

Behavioral science can help managers understand how to build effective teams by understanding the dynamics of teamwork and how to foster collaboration. For example, using insights from social psychology, managers can design team-building exercises that promote trust, communication, and cooperation among team members.
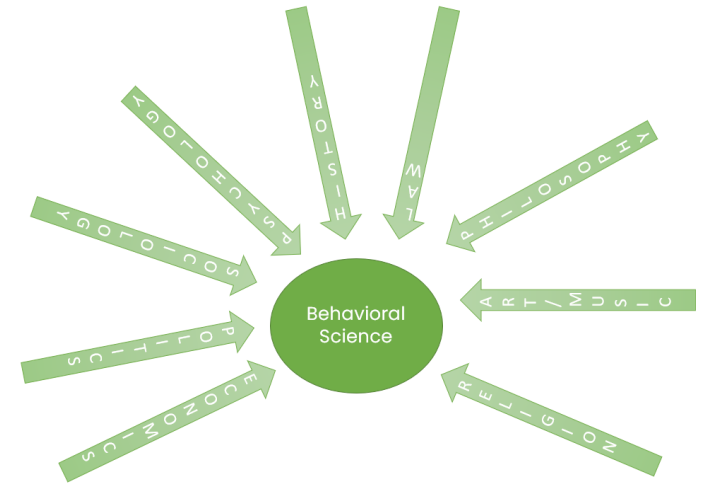
Application of Behavioral Sciences

How can Behavioral Science be applied to Organization?

Behavioral sciences have numerous applications in organizations, as they can help managers and leaders understand human behavior and how to improve organizational performance. Here are some ways that behavioral sciences can be applied to organizations:

Organizational Culture:

Behavioral sciences can help leaders understand how to create a positive and effective organizational culture. For example, using insights from anthropology, leaders can design cultural practices that foster collaboration, innovation, and diversity.
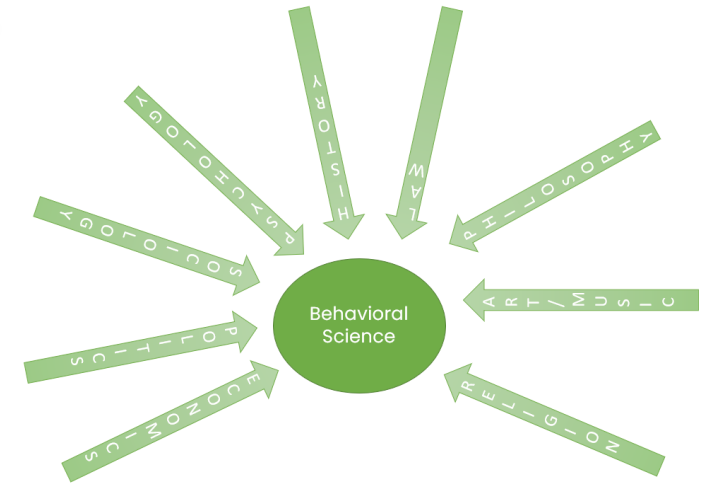
Application of Behavioral Sciences

How can Behavioral Science be applied to Organization?

Employee Engagement:

Behavioral sciences can help leaders understand how to engage employees and create a motivating work environment. For example, using insights from motivation theory, leaders can design incentive programs that encourage employee performance and job satisfaction.
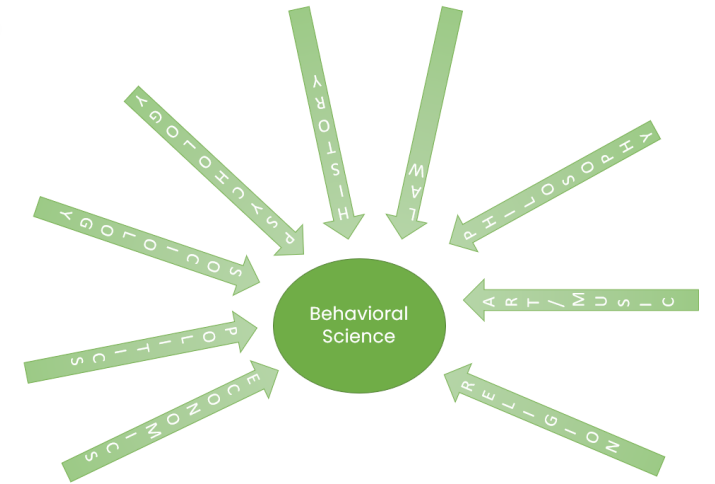
Application of Behavioral Sciences

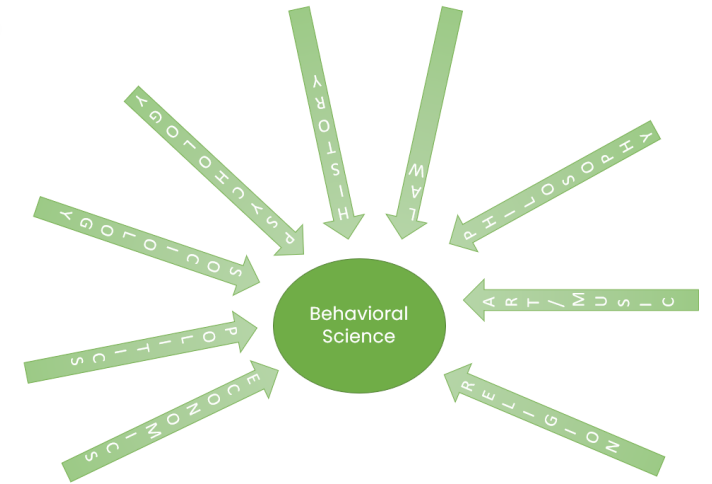**How can Behavioral Science be applied to Organization?**

Leadership Development:

Behavioral sciences can help organizations develop effective leaders by understanding leadership behavior and traits. For example, using insights from psychology, leaders can develop leadership training programs that help leaders develop emotional intelligence, communication skills, and other leadership traits.

Application of Behavioral Sciences

How can Behavioral Science be applied to Organization?

Decision-Making: Behavioral sciences can help organizations improve their decision-making processes by understanding cognitive biases and decision-making processes. For example, using insights from decision-making psychology, organizations can design decision-making processes that reduce cognitive biases and improve decision-making outcomes.
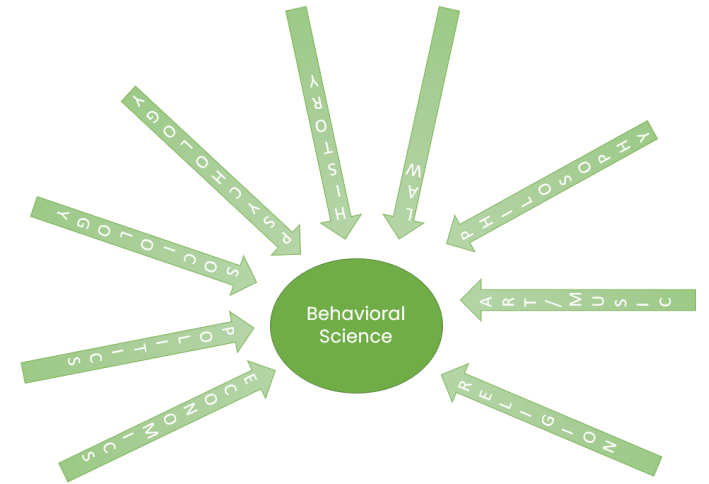
Application of Behavioral Sciences

How can Behavioral Science be applied to Organization?

Change Management:

Behavioral sciences can help organizations manage change by understanding how individuals and groups respond to change. For example, using insights from social psychology, organizations can design change management strategies that minimize resistance to change and promote employee engagement.
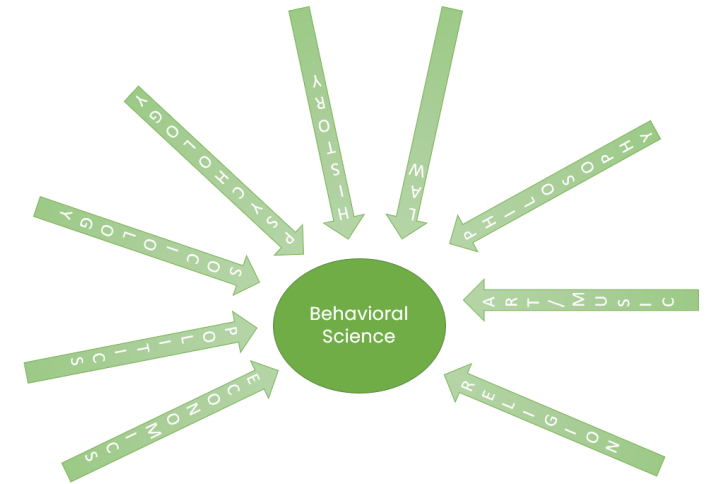
Application of Behavioral Sciences

What is marketing?

The business activity that involves

1. **finding out** what customers want,

2. **using that information** to design products and services, and

3. **selling** them effectively

Application of Behavioral Sciences

How can Behavioral Science be applied to Marketing?

Behavioral sciences have significant applications in understanding and predicting consumer behavior. Consumer behavior is influenced by a range of psychological and social factors, and behavioral sciences provide valuable insights into these factors. Here are some examples of how behavioral sciences can be applied to consumer behavior:
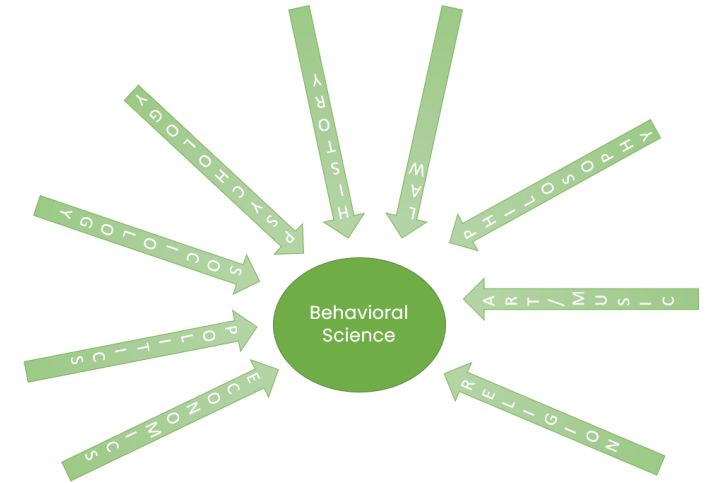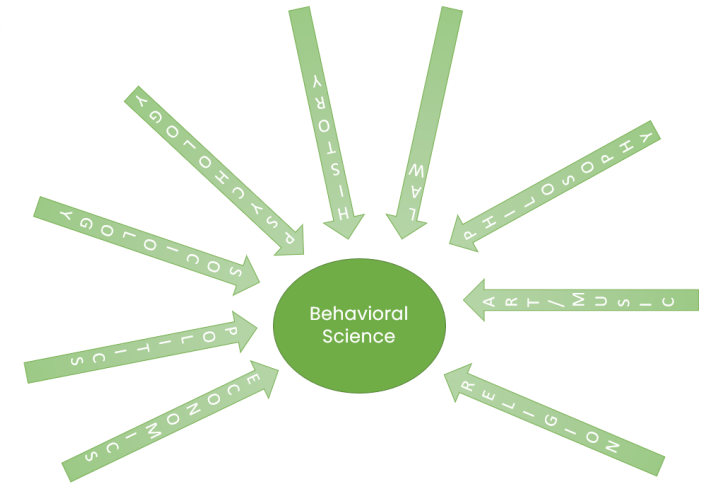
Application of Behavioral Sciences

How can Behavioral Science be applied to Marketing?

Understanding Decision-Making:

Behavioral sciences can help marketers and advertisers understand how consumers make purchasing decisions. For example, using insights from decision-making psychology, marketers can design marketing campaigns that appeal to the emotional and rational decision-making processes.
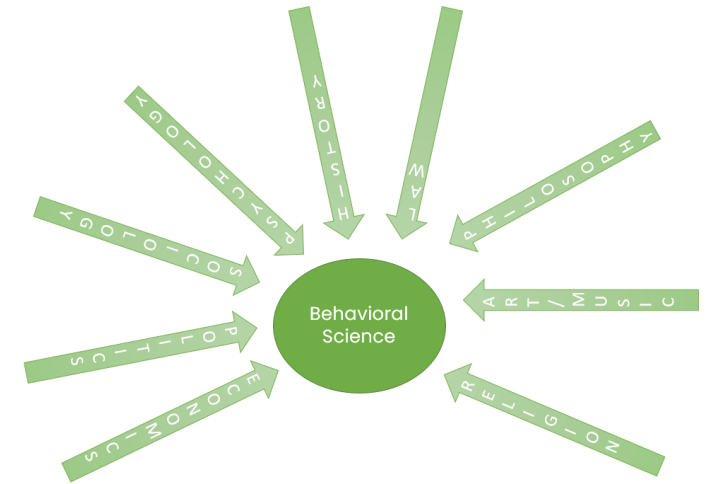
Application of Behavioral Sciences

How can Behavioral Science be applied to Marketing?

Consumer Motivation:

Behavioral sciences can help marketers and advertisers understand what motivates consumers to buy products or services. For example, using insights from motivation theory, marketers can design marketing campaigns that appeal to specific needs, such as the need for social status or the need for self-expression.
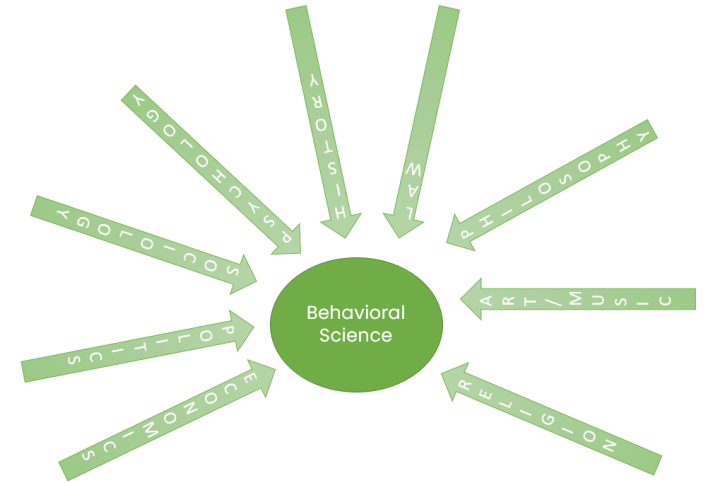
Application of Behavioral Sciences

How can Behavioral Science be applied to Marketing?

Social Influence:

Behavioral sciences can help marketers and advertisers understand how social influence affects consumer behavior. For example, using insights from social psychology, marketers can design marketing campaigns that appeal to social norms, such as the desire to fit in or the desire to stand out.
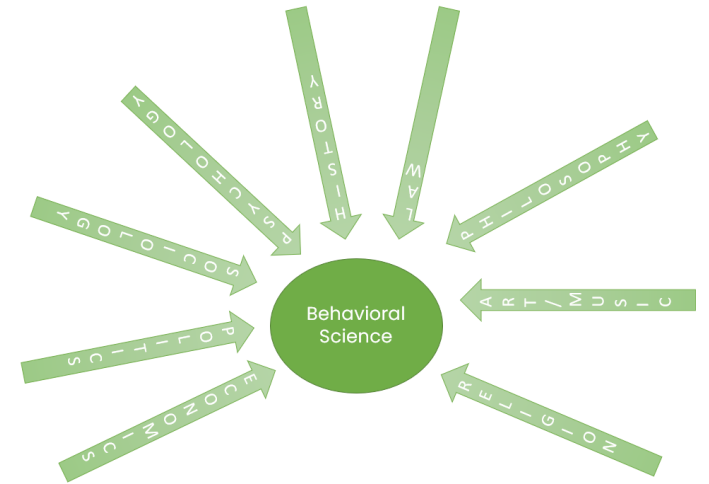
Application of Behavioral Sciences

How can Behavioral Science be applied to Marketing?

Behavioral Economics:

Behavioral sciences can help marketers and advertisers understand how consumers respond to incentives and how to design effective pricing strategies. For example, using insights from behavioral economics, marketers can design pricing strategies that encourage consumers to make purchases or reduce the likelihood of consumer procrastination.

Application of Behavioral Sciences

How can Behavioral Science be applied to Marketing?

Customer Experience:

Behavioral sciences can help marketers and advertisers design a positive customer experience by understanding consumer behavior. For example, using insights from psychology, marketers can design products and services that align with consumer preferences, anticipate consumer needs, and create positive emotional experiences.