

Social Psychology Begets An Era For Quality Of Work Life Of Employees In Industry

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Abstract: Social psychology is the very sensitive part of our society where we live. Social psychology is the proof based area where we found out the feature of a particular person either that person is belong to male or female with their different behavior to act in a particular spot. Everybody who resides in society or organization has different counsel in the particular spot. The employee who lives in an organization means when he or she works in a premise, so his or her thinking will become habitual to pursue the work life according to the organization environment. Social psychology indicates an environment of realization of person behavior in a social circumstance. Quality of work life of employee in industry makes a balance between his or her life with effective performance and working performance in the premises. Since psychology creates about the inner thinking and perception of individual or a person means how he perceive about a situation in their thinking. When these individual works in an industry their psychology will make according to the premise environment where they work and social psychology creates the shared feeling and belief between the employees and worker's, which creates a psychological relationship between them. Social psychology of employees and workers who are the part of industry always want a good quality of work life inside

the industry premises so that employee will sustain in industry for a long time. Quality of work life creates the trust and faith of employees and workers on their industry where they are working in innovative and happy mood. The social psychology will beget an era for employees and workers, who are the part of industry, in the form of quality of work life through given flexible timing in work, different learning programs for career development for the jobholders in sustain them for a long term in industry. There is the correlation between social psychology and quality of work life which initiate innovation and creativity in the industry which begets profit maximization for industry in the current business world and it creates an era for new prospective better futuristic thinking for best. At many situations the jobholders try to sustain in the industry by their work and effort but quality of work life will make a social psychology for them to sustain for a long time in current business environment which initiate new era for development of industry.

Keywords: Quality of work life, social psychology, employee, job holders.

Introduction: Social psychology and quality of work life both terms are different in understanding but sometimes beget of quality of work life will be from social psychology. Social psychology generally concentrates on people behavior that lives in society. Some time it may be included the working premises where many of individual will interact and create a working place environment so that social psychology will beget between them. These peoples who are involved for doing the their work in achieving the target may yield social psychology and this social psychology will creating the working life of manpower's who work inside the premises. So the concern of senior authority towards them will beget the better coordination between them due to which company productivity or industry productivity will increase. Quality of work life will beget when top management support is with subordinates in the working premise due to which industries achievement of profit will be increased according to the current marketing environment. We know that industries growth is lies in

collaboration of team members or working employees who works in industry therefore industries will create the era of success in current business market or environment. Social psychology is dependent on the behavior of society where we live and industry such type of social behavior will made between employees according to their colleagues or peer group members. If employee mood is happy in industry premises then he or she will appreciate to other's and help them but in opposite of their behavior they will criticize other's and always justify our self that we are right and other is wrong. It indicates about the good and bad mood of employees who are work inside the industry premises.² Therefore, social psychology of industry employees will beget the era of quality of work life of employees in achieving the self target as well as industry target that is profit maximization.

Since many industry owner's are patronized many different programs which giving the advantages to their working employees so that it will creates the quality of work life for them. These programs may be related with employees so that it will help them to maintain their working life in balanced form. These programs indicate about whippy working agenda which help to the jobholders of industry to work in a smooth and comfort working environment and occupation cohabitation in which between jobholder's mutual relationship and coordination will make understanding of doing their work with attention to achieve their target which is according to the industry work.¹ The industries provide some services which create the quality of work life of employees like custody of their child as well as custody of their old parents by their representative who will take care of them so that the employees will work in industry very smoothly and function well according to the companies rules regulation.¹ Basically this help provided by industry will help them to motivate towards their task so that the goal of the company and their own target will not be affected by their personal liability, especially for those couple who are both working in the premises of industry. Such type work life activity which is sponsor by the industry will helpful in improving the quality of work life of employees so this will create a work life balance in their life.

Literature Review:

1. Since social psychology concept were found before 1970, this can be understand by the data which was collected by Debruin and Van Lange, 2000.³ both of them conclude about social psychology that it arises by the a term cognitive algebra³ which had the correlation with the two person who are never met means alien from each other then how they perceive or react about each other. This condition create a social psychology of the human being what measure their behavior on the place where he or she reside means social norms exhibited by them to pursue the psychological factor according to that social place.

In this activity both Debruin and Van lange were indicated that when two different persons who are alien with each other, how they perceive and think about their adversary. In such an alien situation both adversary perception become cocksure and veto, due to which the social psychology of both adversary will become change. In the cocksure situation always one adversary exhibit supportive, caring and loving about other, they always see the best part of other guy means about his or her esteem and decent. In such cocksure situation both adversary mediate about their best part. But in veto situation the adversary never think about rivals best part, means in such situation adversary show no interest to learn any information about his or her rivals decent or esteem. They are not showing any concern about their adversary in veto situation. In this way these both personality exhibit about the social psychology of both adversary in both situation either cocksure and veto condition.

2. The significance of quality of work life was emerged between 1969 and 1974, when so many stakeholders of the industry took attention toward it. Due to which life of job holders became improved by their quality on the job where they worked. The quality of work life were beget at a bigger level position after the Arden House Meet in New York in 1972.⁴ Due to which an

International Centre of Quality of work life was grounded. Louis Davis was inaugurated about the condition quality of work life.

Quality of work life had significance were recognized in between 1969 and 1972. The above information shows the social psychology of stakeholders of industry which pressurized them to think about the quality of work life of jobholders who were worked in the premise of industry. Since we know that the manpower of any industry or company are the assets of their premise because they are those who help the industry or company in achieving their target or goal means profit, which is essential for company or industry to survival in current business environment or market. When stake holders interact with each other than a mutual understanding of role and responsibility which exhibited by them inside the premises are helpful in achieving the objective of the industry that is profit and sustainability in the current business market, which is necessary for survival in market. If jobholders are satisfied in the working areas then industry always face success at any time.

3. A new theory was developed by Adler, Horney, Fromm and Sullivan that is socio psychological personality theory.⁵ In this theory they had informed about the mutuality between mortal and the guild. The mortal do efforts to reach and fulfill necessitate of the guild. Similarly guild cooperates to the mortal in achieving their life goal. Due to this interaction, the personality of mortal will beget in guild. This theory showing the combination of both due to which personality of mortal will generate.

In the above theory both behavioral scientist were stressed on the different point such as Fromm accentuated about the merits of social point. Whereas Sullivan and Horney put maximum effort on interpersonal behavior means how other interact with each other in guild? Adler made use of dissimilar uncertain behavior of mortal. These all perceived

thinking and point of view make image of social psychology and this can make the personality theory with social psychological factor.

4. From 1960⁴ onwards, there was the cosmopolitan dilemma for homo magnitude of employment. These time reformations of this dilemma were happened very fast by the quality of work life. European were go about the quality of work life by necessitated constitution of government to involve jobholders and fag in the deciding the work inside the premises which was done by top management means their involvement in decision of companies work. But that time in USA this task was taken as optional in their working place and tackles by direction and fag by mutual understanding towards company's objective.

Both European and USA were put a full attention towards quality of work life of their jobholders who were the base and assets of company in the current business world. They were concentrated to democratic of companies policy and rationale and method through the publication of International Council for quality of work life, which was proved in 1972.⁴ through democratic condition these European and USA were concentrated on quality of work life between jobholders and fag who were part of the body corporate, their mutual understanding were grown the company's image according to that time of business environment. Through their publication they had documented the methods and policy of company for the quality of work life of their jobholders and fag.

The above matter exhibited about the era of quality of work life in those time means 1960 to 1972. These times were helped in reforming and improving the quality of work life in industry or company which creates the democratic policy between the stakeholder of the company or industry in smooth functioning of the company and survival also in the current business market situation. Through this quality of work life of manpower the cosmopolitan dilemma for homo magnitude of employment were solved.

5. Now social psychology is made up by the thinking of social circle where the person work and interact with their colleagues to perform the work to reach towards their personal goal with industry goal. The mood of job holders plays a significant role in making the social psychology and due to it quality of work life will also be increased inside the industry. Alice Isen, 1970⁶ was a female social psychologist who was found that when person in good mood would increase his or her enthusiasm, self respect, helping nature towards other and many more as compare to bad mood. This good mood will increase the mutual understanding and correlation between the colleagues and begets the quality of work life era in the current business world.

Similarly, Isen & Levin, 1972⁷ and Park and Banaji, 2000⁸ both were analyzed about the mood of jobholders will control and motivate them to work in premises genuinely or disagree in their working place. Some time the Park and Banaji represented these moods on the basis of assumption that good mood people become pigeonhole in their thinking and so on. Therefore the way of working about this pigeonhole is stick towards their thinking and they implement on their respective working place. These analyses consider about social psychology of working people who spent time on their working place and get remuneration after it. So such mood creates about quality of work life through which they become more enthusiastic and energies in their work due to which industry face profit maximization with sustainability in the market. So this will create social psychology begets era for quality of work life of employees in industry.

6. In most of the jobholders life their personal need and responsibility towards their family is important so U.S. companies had given their job holders whippy hours which was approximately 27%.^{9, 10} Basically each person who work in an industry has their own personal life and the industry should understand and give them work at home role so that they are more convenient in managing the personal life with industry work life which creates balance

between their personal life and their working life. Due to it the objective of the industry will fulfill. Also industry provide some facility to their jobholder's like child care, elder care, onsite gym and paid leave which will be helpful to retain and sustain their employees for a long time. Such type of amenities which is provided by industry will help the jobholders to make balance between their personal life and their professional working life. Due to it the thinking of fresher's and new jobholders will be change and they will motivate to sustain in the respective company for a long time and company will face success, growth and better image in the current business world. Every jobholders want special tending from the management side or owner side so that they are conveniently doing their work very efficiently and effectively so that they achieve their own target with companies or industries target. This will make a working life balance of jobholders in personal and professional both then they will happy to do work in the working premises smoothly.

Social Psychology Components begets an era for quality of work life of employees in industry¹¹:

Social psychology has many components which begets an era for quality of work life of employees in industry which are as follows:

- a. **Proceeding and features of other employees:** Since social psychology relate with the behavior of the employees who work in the premises. When they interact with the others employees their thinking their way of working will be affected and make a social environment which will beget the social psychological component. When other employees exhibit different proceeding and features to perform their task on the job then their activity will influence the behavior of the employee. If others are happy and motivate to their colleagues in working place so this will begets the era for quality of work life because due it everybody develop and grow in their career development which is the sign of quality of work life. If other employees are self

motivated and self developer in their career advancement so employee will be influence for their own career development and career advancement.

- b. **Mental processes:** When we work in an industry we interact with many person who are working on that place some are fresher and some are experienced. Therefore that place we learn so many things about the work and experienced person will teach us and share us how to proceed in our work? Then their mental processes will guide us to make a better relation with them because they are our pioneer for our career development due to which the quality of work life will maintain. Experience is a big instructor of us which guide to proceed in the working area where we utilize our mental process and we integrate with others and dissolve self in that working place. Which is justifying the quality of work life because where we feel comfort and love towards our industry; we fight for them for making a dignity in the current business market.
- c. **Climate uncertain:** In reality we have seen climate is uncertain and it influence the behavior of employees. If climate is according to the goal completion therefore employee is motivated otherwise they are de motivated and try to pursue that climate which is uncertain but some time it gives benefit and learnable in our career development. Climate will influence our working pattern and behavior which is the part of social psychology and it is beneficial for learning purpose and experience purpose. This component will begets the era for quality of work life of employees in the respective industry.
- d. **Ethnical circumstance:** The employees who work in the industry will influence by the ethnical circumstance because it is the shared trust and pattern of that working place. These pattern is relates with the working place way of work which helps them to complete their respective task according their personal goal. Similarly the trust which is generated and shared by the employees with their colleague which creates the mutual understanding between them.

This ethnical circumstance will beget era of quality of work life because due to it the employees are more comfortable and relax between their colleagues and achieve their target with industry objective that is profit and sustainability in current business market.

- e. **Biologic component:** This component exhibits that most of us behavior, thinking, pattern of working is influence by our genetic activity means by our parents or ancestors. Somehow it correlates with social psychology because social psychology will create by behavior and thinking therefore this component exhibits the inheritance from our ancestors. Some time people compare our way of working and behavior from our parents and grandparents who know them very well. This component will make relation with our colleagues, superior and subordinates and make a mutual trust to work on the job. Which will begets the era for quality of work life through trust, reliability and comfort in industry to work. If you have the managing quality of your work then it may be biologic component which is come from your parents which gives you happy and you rely on your working place which creates the quality of work life.
- f. **Behavioral convert, conversation, demeanor convert¹²:** The employee must come from education industry they have the theoretical knowledge but when he or she doing job then understand the practical implementation of theory due to which their behavior, demeanor will convert into experience. When they share information with their colleagues so their understanding power will increase which is helpful in their career development. Their conversation with their juniors and subordinate will solidify their knowledge in their field which is helpful in their career development somehow it is correlates with development and training of employees which is the part of social psychology. This will begets the quality of work life in the industry where industry will grow very fast in the current business world.

g. Psychological authorization¹²: This is the authorization given by the industry owner or management to the employees to work by their own decision and work like autonomy. So that the employee will rely on their self which begets the self confidence and trust towards the industry and performing the work according to the achievement of personal goal with coordination of industry goal that is profit maximization. This psychological authorization will begets the self reliance of the employee so he or she will work very confidently and for a long time in the industry. It will also begets the quality of work life for the employees in the industry to sustain for a long time with trust.

Industry Employees' perception era about the quality of work life in social psychology:

- I. Quality of work life⁴ is delineated as the parity of brand between jobholders and the whole operating climate in which they are worked. Quality of work life assay to beget an era which gives opportunity to the jobholders in the industry in the following manner:
 - a. Industry concentrates and motivate to the jobholders through providing training and development due to which they learn and move in their career path. Social psychology of jobholders wants support and concern of industry which will come from quality of work life, therefore industry will see profit in the current market.
 - b. Quality of work life of industry gives a regulation to the jobholders to curb on self to start the work and complete it according to industrial policy.
 - c. Quality of work life of industry gives reliance and trust and benefits to the jobholders at their personal level of gratification in the mind of them like in receiving payoff then they can trust on industry for a long time.

- II. Richard Walton¹³ in 1973 had been formulated quality of work life in eight different elements which socio psychologically helped the jobholders to work in the industry properly. They are as follows:
- a. Remuneration should be justiciable and enough to survive the life with their family.
 - b. Working surrounding should be secure and salubrious.
 - c. Advancement and protection during the job.
 - d. A proper constitution for policy and regulation on the job.
 - e. Compatibility between the employees to work in industry.
 - f. Freedom of employees to work means autonomy.
 - g. Consolidation of each employee towards industry objective that is profit and sustainability in the current business market.
 - h. Progress of jobholder's caliber on the job.
- III. Hackman and Suttle⁴ had delineated about quality of work life in different way they were discussed this term in improvement of employee's productivity in comparison of money and new techniques because they were the main assets of the company. They have to involve in the decision making of companies work so that the quality of work life begets the era for employees enhancement. Consequently, quality work life begets the occupational gratification and organizational development activity for employees in socio psychological term for sustaining in industry for a long period of time.
- IV. Quality of work life¹⁴ yield a number of activity which has the socio psychological effect in the life of employee such as job security, training for development in career, chance of updated knowledge through different course provided by industry to improve, care for their child during on the job and different amenities for surviving in the industry.

- V. Quality of work life activity should be followed the following point which will help the employee to work in socio psychological of his or her team:
- a. This activity should be proceeding with the help of owner and employee.
 - b. Performance should be done in completed form.
 - c. Both of them means owner and employee can reform the quality of work life for industry performance in current business activity.

Conclusion: We have seen that quality of work life gives pleasure and trust to the employees so that they work in the premises very conveniently and sustain for a long period of time in the industry. When a couple is working in an industry they have many responsibility towards their kids and old parents, due to which they psychologically can't concentrate on their work. Quality of work life psychologically pay attention towards these types of couple like by providing child care and parents care therefore they will work very dedicatedly in the industry and industry will seen profit in their achievement. Social psychology has a main impact in the quality of work life because the place where employees work they are interact with each other. Due to which a social psychological climate is made in which these employees survive so that they are eager to maintain their life according to such climate then industry should implement the quality of work life for them through giving them assurance of occupation with salary and facilities due to which they will sustain in industry for a long period of time. Quality of work life has significance in employee's life which begets an era for development of him or herself as well as industry self. Since many companies follow the quality of work life for the smooth functioning of industry work for day to day purpose. Social psychology of employees will motivate them to do their job very effectively and sincerely in achieving their own target with industry objective that is profit. If industry concentrates on quality of work life through their participation the industry durability or sustainability in the market will be increased and socio psychologically it will be

beneficial for employees. In all above discussion it is proofed basis that social psychology begets an era for quality of work life of employees in industry.

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