

Analysis of the Role of Organizational Behavior in Improving Performance in Enterprise Management Based on Author Cocitation Analysis

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ABSTRACT. *With the continuous development of society, positive organizational behavior has gradually occupied an important position in the management of enterprises. For the healthy development of enterprises, we need to adopt diversified management techniques and modes. In the process of enterprise performance analysis, managers should analyze their own brand. And then strengthen the understanding of brand image, effectively improve the visibility of enterprise operation. Considering and analyzing human behavior, we should actively apply organizational behavior to emancipate employees' thoughts and behaviors. It is extremely important to help companies improve their management performance and promote the sustainable development of enterprises through the rational use of organizational behavior. In the process of the gradual operation and development of the socialist market economy, organizational behavior has occupied an important position in enterprise management. Through the construction of organizational behavior, its key content is to strengthen the management of human resources of enterprises, thereby improving the core competitiveness of enterprises.*

KEYWORDS: *Organizational Behavior, Enterprise Management, Competitiveness*

1. Introduction

In the process of rapid development of modern enterprises, the competition of enterprises is not only the competition of external products, but also the competition of how to improve their own image [1]. Organizational Behavior is a discipline that studies human behavior in organizations. To improve the management performance of enterprises and enhance their own strength, we need to explore new management methods. Under such circumstances, organizational behavior has entered the enterprise management. In the process of enterprise performance analysis, managers should analyze their own brand [2]. And then strengthen the understanding of brand

image, effectively improve the visibility of enterprise operation. The psychology and behavior of people in an organization can be divided into three levels: individual psychology and behavior, group psychology and behavior, and organizational psychology and behavior [3]. From the perspective of the overall operation of the company, when occupying market share, it should also pay attention to the brand of the company and continuously improve the visibility of the company [4]. Organizational behavior is mainly to study the behavior of employees, various needs and relationships between people, individuals and groups. In addition, material and spiritual improvement of employees' work enthusiasm and labor creativity.

With the gradual development of the social market economy, enterprises should not only effectively face the competition outside the enterprise in the process of development, but also should constantly improve the image of the enterprise itself [5]. Considering the analysis of human behavior, we should actively apply organizational behavior to liberate the thoughts and behaviors of employees. Organizational behavior is a discipline that studies the various relationships between people and organizations. To extend to a company is to study the various behaviors of employees in the enterprise [6]. Due to the continuous strengthening of market competition, enterprise managers should give full play to the sense of responsibility of employees while improving the efficiency of enterprises, and improve the operational efficiency of enterprises in the final degree [7]. With the increasing social competition, enterprises should pay more attention to improving their own benefits and humanized management of employees. Only in this way can we embody the real human resource management of enterprises and use scientific management methods to improve management performance [8]. In the process of enterprise operation and development at this stage, the role of organizational behavior has been fully demonstrated. It can effectively improve the basic performance of enterprises and lay a good foundation for the economic operation of enterprises.

2. Basic Strategies of Organizational Behavior in Promoting Enterprise Performance

Organizational behavior means the study of the relationship between various organizations and people. In enterprise management, it is to study the actions of employees' work, and thus analyze the movement rules and psychological activities of employees. Companies must adopt appropriate methods to motivate employees' potential and improve their sense of belonging to employees in order to improve their performance. As a manager, you must master how to ensure the effectiveness of your organization's operations in terms of form and function. How to make the organizational structure meet the requirements of internal functions, but also adapt to changes in the external and environmental. With the further operation and development of enterprises, senior managers in modern society have gradually improved their understanding of organizational behavior. As a modern company, it is necessary to take reasonable measures to stimulate the potential ability of employees and improve their sense of professional belonging [9]. Enterprise

management should improve performance to stimulate employees' work efficiency, and only by grasping employees' thoughts and behaviors can it be effective, can it achieve the expected goals and benefits. People in organizations are always in a certain relationship, and these relationships are expressed in different degrees of intimacy or alienation, and present as different groups.

Group psychological behavior refers to all employees in the company in order to establish a common goal. Employees and employees interact, relate and depend on each other to establish a whole activity. Several aspects of individual psychology and behavior research basically include the behavior and thought of employees. The group in the enterprise refers to all the people in the enterprise. In order to achieve a common goal, all of us are interrelated, interacted and interdependent with each other to establish an organic whole. The study of the individual psychology of employees, to be precise, is to study the social psychology of individuals. Compared with individual psychological behavior, group psychological behavior is more important. Group psychological behavior is the key to improving company performance in enterprise management.

In the current stage of market economy operation, the management and operation ability of business leaders is an important factor in attracting and retaining talents. The construction of organizational behavior has an inestimable effect on the performance development of enterprises. The organization is mainly a system of individual, group and environment. The data mining process in financial analysis generally consists of five main stages of determining financial analysis objects, data preparation, data mining, result analysis, and knowledge assimilation, as shown in Figure 1.

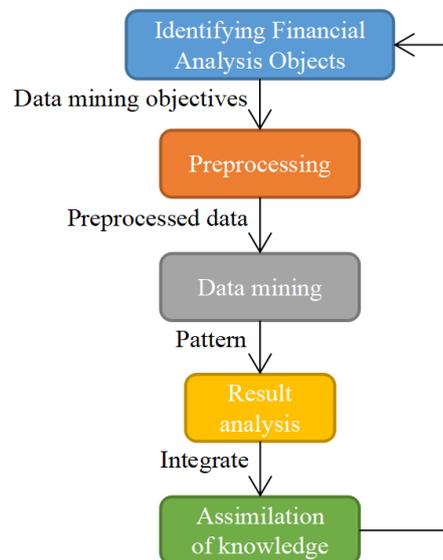


Figure 1 Data mining process in financial analysis and management

The form of modern enterprise development mainly depends on the quality of employees and the overall quality of enterprises. Employees in enterprises have a certain relationship with each other, because these management performance has close or alienated differences, which will produce a number of different groups. Leaders play a vital role in the organization. The quality of their psychology and quality, the rationality of their leadership style, and the degree to which they grasp the art of leadership will directly affect the performance of the organization. If the company has different project execution differences and system management differences in the process of operation, it will greatly reduce the creative enthusiasm of the employees. This has a constraining impact on the development of corporate performance. In the process of technological innovation, the human resources are continuously developed and utilized, and the structure of human resources is adjusted to minimize the waste of resources. Organizers should study the behavior and psychology of each group, so that managers can grasp the behavior of the group, and also have effective control and coordination.

2 Analysis of the Role of Organizational Behavior in Improving Enterprise Performance

As an organizer in an enterprise, it is necessary to ensure the normality and effectiveness of the organization's operation in terms of form and function. To enable this organization to meet internal functions, it is also necessary to adapt to external conditions. In the past, in the planned economy, the free flow of employees was greatly restricted, and the lifelong employment system was justified by both workers. In modern society, the requirements of top management, especially senior management managers in large enterprises, have increasingly emphasized their conceptual skills [10]. Reasonable management and adjustment of human resources by enterprises can improve the enthusiasm of employees. A reasonable incentive system can better integrate employees into the entire enterprise. If members of a group lack a sense of fairness, they will reduce their work enthusiasm and efficiency, and may even lead to employees leaving indignantly. Enterprises in the process of operation, through the creation of enterprise atmosphere. Employees can form centripetal force to ensure the effective development of enterprise performance.

The influence of marketing promotion ability on customer value and product innovation is not significant. The positive impact on the other three indicators is significant. Similarly, the factor load of corresponding indicators is smaller than that of customer-related ability. The structure parameter estimation and significance test of the influence of marketing sub-item capability on marketing performance sub-item indicators are shown in Table 1.

Table 1 Significant test of the impact of marketing sub-categories on marketing performance sub-indicators

	Value of customer	Competitive result	Brand equity	Product Innovation
Marketing ability	0.72	0.58	0.63	0.67
Customer management capability	0.33	0.46	0.48	0.53
Market learning ability	0.35	0.35	0.46	0.43

In groups and teams, a sense of fairness is very important. If one of them feels unfair, it usually reduces his enthusiasm and even makes him leave. Managers in enterprises should learn management concepts on the basis of giving full play to the role of organizational behavior. Through the analysis of individual differences of employees, the staff incentive system is constructed to stimulate the creativity of employees. Only cohesion can improve the enthusiasm and efficiency of employees. A manager needs to dialectically see whether it is necessary to vigorously strengthen the cohesion of a group. Because of a group with low performance norms, high cohesion reduces group productivity. In the process of performance management,

enterprises should actively guide the behavior of employees. Transform the individual behavior of employees into group behaviors and fully demonstrate the intrinsic value of employees.

The way to ensure employee productivity is to protect the living standards and working environment of employees. Many management believe that a fair sense can be achieved by placing salary in the first place. Based on the comprehensive score function, the composite score mean and positive ratio are calculated. The difference represents the composite score difference for different years, and the comparison of the M&A composite scores with the mean and positive ratios is shown in Table 2.

Table 2 Horizontal merger M&A comprehensive scores comparing mean and positive ratio

Score difference	The difference in scores between 2014 and 2015	The difference in scores between 2015 and 2016	The difference in scores between 2016 and 2017
Positive ratio	0.431	0.518	0.461
Mean	0.233	0.212	0.384

To develop at a high speed, an enterprise must strengthen its cohesion. In the past market-planned economy, the free mobility of employees in enterprises was restricted to varying degrees, and many workers were more inclined to life-long employment system. Only by establishing a sense of fairness in an enterprise can employees be motivated and conscientious. Human resources departments in enterprises must attach importance to cohesion and implement effective means to improve cohesion in the group, so as to improve the performance of enterprises. Using organizational behavior theory to manage the enterprise can effectively form the cohesiveness and team spirit of the enterprise, and fully stimulate the creativity and enthusiasm of the employees. In the process of development, the establishment of a fairness system is the focus of corporate managers. Since the reform and opening up to this day, a large part of enterprises have realized that employees are the wealth of enterprises under the constant impact of the market economy. After clarifying the role of organizational behavior in business management, it is necessary to rationally apply these functions to enterprise human resource management to achieve the goal of improving performance.

4 Conclusion

With the development of the market operation mechanism, enterprises should strengthen the people-oriented management concept in the process of operation. Under the development of the market economy, enterprises must adhere to the people-oriented management principles. Combining the non-humanized management method with the emotional management method can realize the unified coordination of enterprise management behavior. Active organizational behavior is an effective method for modern enterprises to achieve the desired results, and plays an important role in the scientific management of employees. In enterprise

management, the breadth and depth of the application of organizational behavior theory is related to the level of productivity development. Through the close integration of non-human management mechanism and emotional management, it provides an effective basis for the unified coordination of enterprises. The effect and benefit of the application are related to the managers' leadership ability and the staff's comprehensive quality. Organizational Behavior has played a positive role in promoting management performance. While improving the management level and performance of enterprises, it also maintains the flexibility of enterprise operation and promotes the sustainable development of enterprises. Through the evaluation work evaluation, standardize and promote the integration and closed-loop management of enterprise post competency evaluation system construction, enhance its reliability and validity, and provide guarantee for the full use of evaluation results.

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