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## REVIEW ARTICLE

# ON THE APPLICATION STRATEGIES OF ORGANIZATIONAL BEHAVIOR IN ENTERPRISE MANAGEMENT

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## ABSTRACT

The constituent elements of an enterprise are mainly human, material and financial resources. Adjusting the organizational behavior of an enterprise is, in fact, a reasonable arrangement and effective use of the limited resources of the enterprise, especially the human resources, so that it plays the greatest economic and social benefits. Therefore, enterprise managers should deeply study and understand the essence of organizational behavior, renew their ideas, establish a sense of innovation, and implement a "people-oriented" management incentive mechanism.

## KEYWORDS

Organizational Behavior, Enterprise Management, Application Strategy

## 1. INTRODUCTION

After China's accession to the world trade organization, enterprises are facing more fierce market competition, the pressure is not only reflected in the external environment, is also reflected in the internal management. Along with our country socialist market economy is increasingly perfect, requirements of social organization management are more and more high. In modern enterprise management, it is very important to grasp and apply the motivation theory of organizational behavior scientifically for mobilizing the potential enthusiasm of employees and maximizing the advantages of human resources.

## 2. COORDINATION STAFF BEHAVIOR AND ORGANIZATION TO ENSURE THAT THE GOAL OF NORMALIZATION

Successful managers of enterprises are neither pure design experts nor only experts who are proficient in leadership art. They should not only be competent in their own management work, but also be able to effectively lead their team to work together to achieve the set goals [1]. Managers must strive to coordinate the behavior and organization of employees, so that the goals of employees and the vision of the organization are unified. Establishing practical goals can make enterprises develop, individuals realize their self-worth, make enterprises and individuals find common ground in their efforts, and integrate their sense of direction, mission and personal sense of honor and pursuit [2]. The process of enterprise development is full of contradictions, contradictions and conflicts - the contradiction between short-term and long-term interests of enterprises, and the conflict between individual interests and overall interests of enterprises. In most enterprises, there is a mentality of how much work to do and how much to get paid. However, the prevailing internal equalitarianism is serious and does not reflect more work and more gains. Many key technicians complain that their income by the end of the year is ambiguous [3]. This kind of psychology is directly reflected in the labor organization and the attitude towards work. We should start from perfecting the organizational behavior. Therefore, project managers and managers should use the principles of organizational behavior to start with details and take corresponding measures, such as praise, promotion, reward and training, in order to avoid the situation of deviation between personal goals and organizational goals by organizational behavior [4].

## 3. THE EFFECTIVE INCENTIVE MECHANISM FOR EMPLOYEES TO GET OCCUPATION HAPPINESS

Any organization in the society is composed of people, any organization cannot do without management, management is the core of human, the vitality of the organization from every member in the organization warmly. In the face of real people, managers must through the initiative, to stimulate people's enthusiasm and creativity, to establish a reasonable and effective cooperative relationship in between the members of the organization, to achieve organizational function alone cannot achieve [5]. Therefore, insight into human nature, grasp of human nature, by encouraging the members of each organization to achieve organizational goals, is the essential qualities and skills of managers. The overall happiness is the first to reflect and implement individual development, performance for the individual free development. Specifically, is to respect labor and create individual attention, need and development of individual trust, individual ability and awareness, maximize the individual personality, ability and job matching, the incentive to satisfy the needs and development of the individual, the individual to work satisfaction is improved, so that the value of the individual can be achieved in the process contribute to the collective [6]. In order to adhere to human happiness management of the ultimate good management, not only the management is regarded as a kind of regulation, but also is regarded as a kind of humanistic care activities, not only pay attention to work efficiency and contribution, and attach importance to people's knowledge and creativity. At this time, the incentive management not only need to be organized and social development, more is to enable people to obtain happiness and joy, but also people need to get comprehensive happiness [7].

## 4. THE EFFECTIVE WAY TO ESTABLISH OBJECTIVES AND ORGANIZATIONAL GOALS MOTIVATE EMPLOYEE VALUE

The basic core of target management is emphasized by the group to jointly participate in the development of specific and feasible and can objectively measure the target. Goal setting is directly related to the direction and efforts of the members of the organization, enterprise managers should be good at personal goal-oriented employees to achieve organizational goals and to track, and the organization of the individual's expectations is closely linked to the realization of personal value and enterprise common development business philosophy. At the same time, the target set to be

clearer and more specific, and encourage the participation ability of employees to participate in decision-making and management, let employees share the actual superior decision-making right [8].

In the modern enterprise management, especially by participating in the management of high degree employee's attention. Participate in the management and decision-making can make knowledge workers into their mental and emotional, to achieve the target have a higher sense of responsibility. Participation in the decision-making process, because the staff felt accepted degree increased, the level of self-esteem, job satisfaction, and the management of cooperation can be improved [9]. In the long run, any enterprise needs more democratic management and opportunities for members at all levels of the organization to participate in various decision-making; organizational management should be flexible, constantly put forward new requirements for members of the organization, and timely and continuous adjustment and improvement in management in order to mobilize the enthusiasm of subordinates [10].

## 5. BUILDING A PLATFORM FOR FAIR COMPETITION AND CREATING A SENSE OF FAIRNESS

In groups and teams, a sense of fairness is very important. If an individual feels unfair, it usually reduces his enthusiasm and even makes him leave. Nowadays, many managers of state-owned enterprises often put low salary in the first place when they reflect on the reasons of lower employee satisfaction or even leaving their jobs. They think that if the salary level is raised substantially, this problem can be solved. In fact, it is not [11].

Justice is embodied in all aspects of business management, such as recruitment fair, performance appraisal fairness, compensation system fairness, promotion fairness, fairness and turnover resign the fair. Fairness is every honest employee want to have one of the characteristics of enterprise. Fair that the enterprise employee satisfaction, so that employees can concentrate on work being [12]. Effective work of employees' enthusiasm and creativity depends largely on each employee's work performance and the rewards are equal. If employees feel the distribution system of enterprise and competition policy is open, transparent, their sense of fairness will be met. In modern enterprise management, the fairness of distribution is reflected not only in the level of salary, but also in the content and importance of work tasks, opportunities for learning and training, and the science and justice of evaluation system [13]. At the same time, the promotion policy related to the employee's personal growth opportunities, reflect the responsibility and social status and their long-term interests, so more attention.

## 6. CREATE A LEARNING ORGANIZATION CULTURE TO PROMOTE THE SUSTAINABLE DEVELOPMENT OF THE ORGANIZATION

Organizational culture is the common value system of members. It makes the organization unique and different from others, represents the common cognition of the members of the organization, and is a powerful tool to guide and shape members' value orientation and behavior. Learning organization is an organization that combines high-level cultural concepts with non-solidified flexible management. It is an organic, flexible, flat, humanized and sustainable development as a whole. In such an organization, learning is not only an individual behavior, but also an organizational behavior. Learning organizations emphasize organizational learning on the basis of individual learning and team learning, adhere to the principles of lifelong learning, innovative learning, reflective learning and interactive learning, work learning (work is considered as a practical and creative "special learning"), learning working (learning is regarded as a strategic and continuous "important work"), through work reflection and trust. Interest feedback, exchange and sharing, members' personal knowledge capital into the organization's social knowledge capital, personal wisdom into the organization's wealth. Learning organization can enable all members of the organization to

devote themselves wholeheartedly and have a continuous growth of learning ability, so that members of the organization can experience the meaning of life in their work, and then realize their personal and organizational values and make progress together [14]. The theory of learning organization embodies the idea of people-oriented, takes learning as the source of personal development, regards learning and innovation as the core competitiveness of the organization, integrates individual development and work of members, and promotes and complements each other's comprehensive development, coordinated development of groups and sustainable development of the organization.

## 7. CONCLUSION

From the aspect of management application, organizational behavior is a science that studies the psychological and behavioral performance and its objective law of people in an organization, and improves the ability of managers to predict, guide and control people's behavior in order to achieve the established goals of the organization. The role of organizational behavior in management has been recognized by more and more Chinese enterprises. For modern management, it is an important task to understand organizational behavior correctly.

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