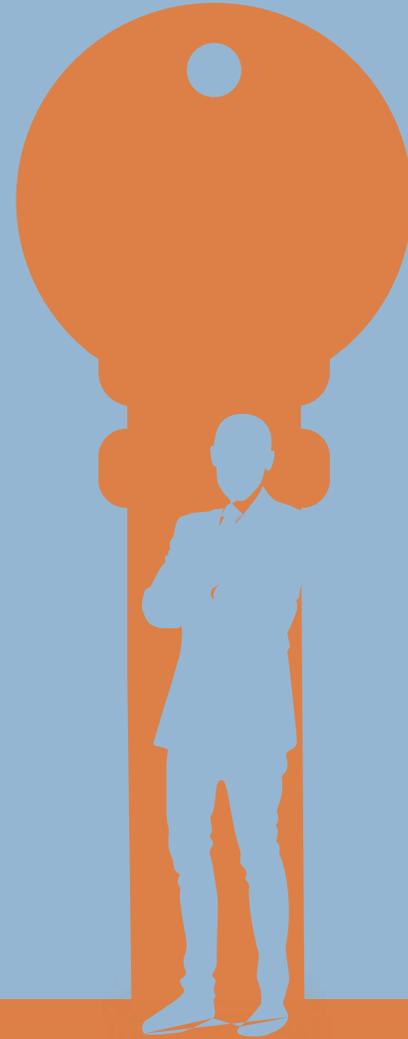


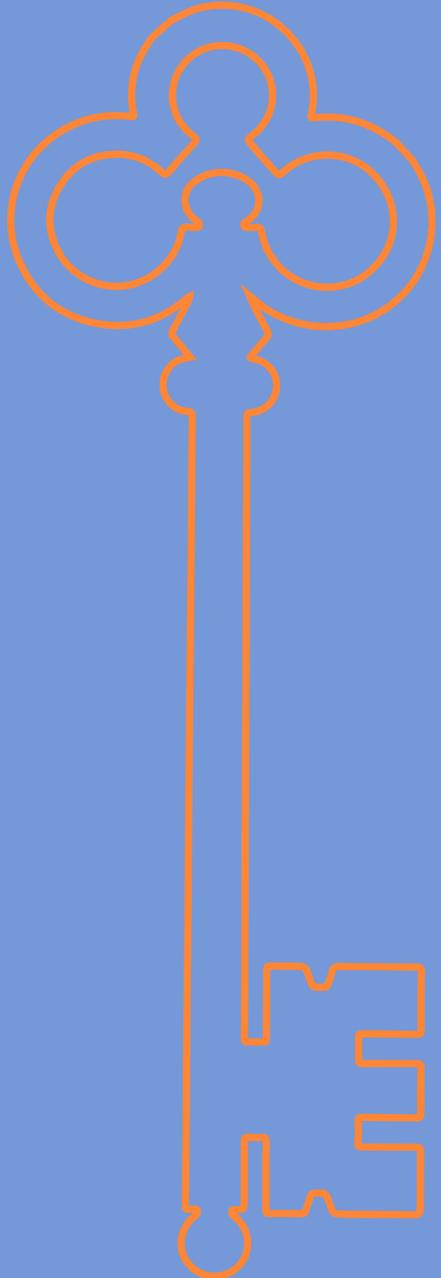
3.1 Human behavior theories



ReinFORCE SOCIAL Entrepreneurial Spirit through setting up Innovative Support Structures in the cross-border Territory “Social Forces”

4.9.2: Design and Development of the Training Material



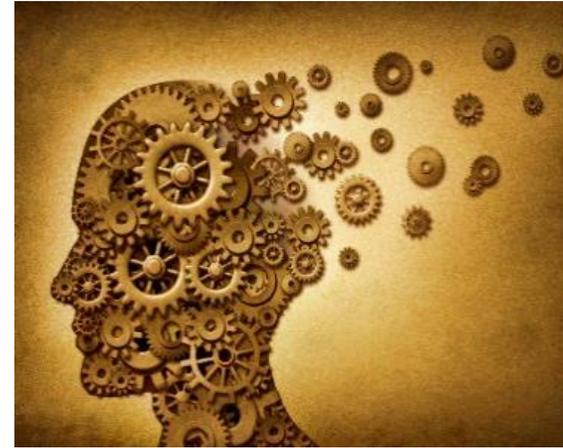


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Introduction

The behavior of an organization and its people are determined by various factors from its **indirect** or **direct external** environment or from its **internal** environment, combined with modern challenges.



Indirect external factors

01 Political - legal

02 Economic

03 Social - cultural

04 Technological

05 Natural – environmental

06 Ethical and demographic

Direct external factors

01 Shareholders

02 Competitors

03 Factors of production

04 Suppliers - Clients - Partners

05 State institutions - associations

Internal environment factors

- The **Management Board**.
- The **vision**, the **mission**.
- The **organization's objectives**.
- The **competitive advantage**.
- The **organizational culture**.
- The **financial situation**.
- The **product / service** produced.
- The **facilities** of an organization.



Main theories of human behavior



- ❖ Freud's approach
- ❖ The Homeostatic theory
- ❖ Somatotype Theory
- ❖ Theory of successes and failures
- ❖ Theory of individual initiative
- ❖ Theory of personal productivity
- ❖ Theory of incentives