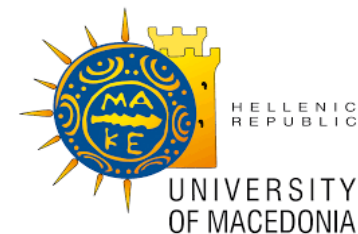


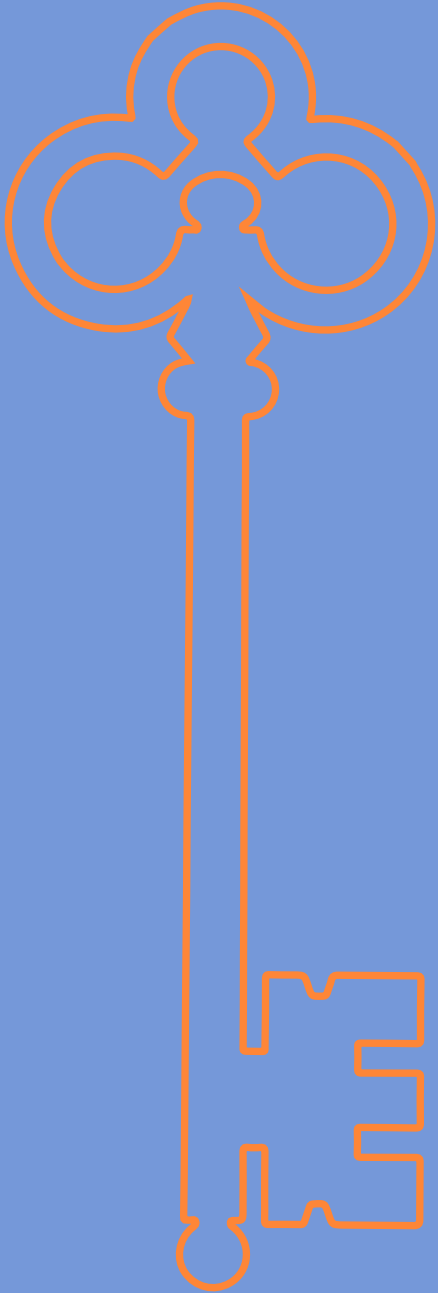
3.1 Human behavior theories



**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





Contents

- ❑ Introduction
- ❑ Indirect external factors
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- ❑ Internal environment factors
- ❑ Main theories of human behavior

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