

Examrace

Competitive Exams: Write Shorts Notes on Organizational Behavior Perception

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Organizational Behavior: Perception

Perception is an important cognitive process deciding how a person will behave. Through this complex process people interpret world to themselves. Perception is a unique phenomenon, influencing people behave differently. Externally stimuli selectively are affecting by such factors as the intensity, size, movement, repetition etc. Internally perceptual selectivity is influenced by learning, culture, experience, interest, motivation etc. Perception is the process of receiving, selecting, organizing, interpreting, checking, and reacting to sensory stimuli or data. \perception is the process by which individuals organize and interpret information about his environment in order to give meaning to their environment. Kolasa defines perception as the selection and organization of material which stems from the outside environment at one time or the other to provide the meaningful entity we experience Perception is much more complex and much more boarder than sensation. The perceptual process can be defines as a complicated interaction of selection, organization, and interpretation of stimuli. The perceptual process overcomes the sensual process and the person sees the object as stationary. Perceptual process is of utmost significance in understanding human behavior. It is unique interpretation instead of a precise recording of the situation. Perception involves 5 subprocesses. They are stimulus, registration, interpration, feedback and consequence. Perception initiates with the presence of a stimulus situation. In organizational settings the superior forms the stimulus situation for the subordinate's perceptual process.

Registration involves the physiological mechanism including both sensory and neural. Interpretation is a highly crucial sub process. Other psychological process assists in perceptual interpretation.

Feedback is important for interpreting the perceptual event data. In work settings, the psychological feedback that is likely to affect a subordinates perception may be in the form of variation in the behavior of superior.

Perception ends in reaction or response, which may be in the overt or covert form. As a consequence of perception, an individual responds to work demands. These sub process indicate the complexity of perception.

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