

The Application of Management Psychology in Human Resource Development Within the Context of Economic Globalization

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Abstract:

To better adapt to the development trends of the new era, it is essential to focus on stimulating social vitality. With the arrival of the era of global economic integration, the competition for human resources has rapidly expanded in scope and intensified like never before. As a modern management science, management psychology is an important approach to human resource development and management, increasingly gaining attention from both academia and the business world. This is because it offers new insights, perspectives, and theories on management from the angle of people's psychology and behavior within organizations. This paper conducts a detailed analysis and discussion on the application of management psychology in human resource development and management, examining its use through the four main research areas of management psychology: individual psychology, group psychology, organizational psychology, and leadership psychology. The goal is to enhance the effectiveness of human resource development and management, and to provide valuable exploration for future related work.

Keywords:

Economic Globalization, Management Psychology, Human Resources

1. Introduction

With the arrival of the information age, internet and computer technologies have matured, leading humanity to gradually become a cohesive whole. The connections across the globe are tightening, resulting in trends of economic globalization and multipolar development. Against this backdrop, the growth of economic globalization is bound to spark competition among various industries, and this fierce competition is becoming a routine part of life [1]. Economic globalization intensifies the competition for human resources, which are the most fundamental resources in modern society and the most critical part of a region's overall resources. Only by focusing on the development of human resources and possessing a large pool of high-quality talent can one succeed in this intense competition [2]. This is especially true as economic activities become increasingly globalized, highlighting the importance of human

resources, particularly for developing countries. Under the conditions of economic globalization, it is crucial for a country to have abundant human resources and to consider the effective allocation and utilization of resources, capital, and technology based on economic development trends.

The significance of management in economic development and the advancement of human civilization is on par with that of technology and equipment. For businesses, it is essential to fully leverage the opportunities presented by economic globalization by vigorously developing human resources and managing them well. Companies need to adapt to the changes and adjustments that come with this trend of economic globalization to meet their development requirements. Since entering the 21st century, the focus on people in business management has become the most important aspect of management. This attention to personality, emotions, interpersonal relationships, personal development, and needs in management is known as management psychology. Management psychology is a young discipline that seeks to motivate individuals [3]. It focuses on the development of people within organizations and provides a theoretical basis for improving organizational effectiveness. With economic globalization, its significance in this era is further highlighted, its application scope is broader, and it showcases new research perspectives that combine spiritual and material incentives, organizational culture building and the development of learning organizations, and a people-oriented approach with humanistic care. Therefore, enhancing the exploration of this discipline undoubtedly holds significant practical importance. This article is based on this premise, focusing on the organizational value of management psychology in the context of economic globalization, hoping to contribute valuable insights for future related work.

2. Applied Value of Management Psychology

It's fair to say that the study and application of management psychology are essential not just for every member within an organization but also urgently needed by managers. With the rapid development of society, modern organizations operate within various complex and open systems. By enhancing the connections between individual members and external organizations, we can ensure that everyone in the organization can adapt to the complexities of the larger social environment. The practical value of management psychology mainly shows up in two areas [4].

First, management psychology helps in unlocking human potential. Research in psychology indicates that people have enormous potential that needs to be tapped into. Creativity is a manifestation of this vast potential. Studies show that the brain has a capacity of about 10 billion bits for psychological activities, which is enough to contain the entire contents of the world's libraries. Data from related surveys indicate that when individuals are driven by salary, they can develop only about 30% of their capabilities. However, when individuals are motivated by incentives, they can unlock up to 80% of their potential. This highlights that engaging people's enthusiasm and initiative is a challenge that organizations will always face. In current organizational management, by successfully drawing on and applying psychological research, we can better tap into and develop employees' potential. This not only boosts their creativity but also ensures that each employee's abilities improve, ultimately achieving a management effect of "1+1>2" [5].

Secondly, management psychology can enhance the effectiveness of modern management. The essence of modern management is a people-centered management

art, and a scientific approach ensures management efficiency. With the rise of economic globalization, the socialization of production has gradually transcended international boundaries. As a typical organizational form of modern life and production, multinational companies play a crucial role in current societal development. In this process, cross-cultural communication is undoubtedly essential. Understanding the cultural styles and differences of various ethnic groups is important for effective adjustments when working with people from different regions and countries, allowing organizations to maximize their employees' potential and value. This understanding is a key skill that managers need. In this context, applying management psychology can surely provide positive support for related work.

3. Management Psychology in Human Resource Development and Management

3.1. Individual psychology and human resource development and management

(1) Individual differences

Understanding people's psychological activities is really complex. It mainly involves two aspects: mental processes and personality traits. Personality refers to the overall stable psychological characteristics of a person, which includes: the dynamic traits of mental activities, known as temperament; the characteristics of attitudes and behavioral styles when engaging in activities, referred to as character; tendencies toward certain activities, such as interests, ideals, and beliefs; and the potential ability to complete tasks. For example, in human resources development and management, understanding people's personality traits is crucial not only for selecting the right candidates but also for training and educating them effectively [6]. To achieve better results in education and training, it's important to adopt flexible methods tailored to employees' different personality traits, applying targeted approaches. For instance, tasks that involve external interactions can be assigned to extroverted people, though they need regular reminders and strict guidelines; internal affairs are better suited for patient and detail-oriented individuals, who should receive more attention and encouragement to build their confidence; and for tasks requiring independence, it's best to assign them to independent and rational types, while regular follow-ups on their work are also necessary. Managers who understand personality types can make better decisions in hiring and managing people. In summary, the growth and success of modern individuals is a very complex process. During this process, both intellectual factors and non-intellectual factors play their roles and influence each other, affecting the levels and standards of modern development. Intellectual factors are the preconditions for individual success, while personality traits, as non-intellectual factors, are the guarantees for achieving success.

(2) Social cognition

Behavioral science suggests that a person's response to their environment is not solely determined by the direct effects of the environment, but also by their perception of it, which is shaped by perceptual processes. Perception plays a crucial role not only in interactions between people and their natural surroundings but also in social interactions among people. Without perception, individuals would struggle to navigate their surroundings and would be unable to survive or thrive.

Social perception refers to how individuals perceive personal, group, and organizational characteristics in a given social environment. This primarily includes self-awareness, perception of others, interpersonal perception, and role perception. The impact of social perception on individual behavior is significant, so managers need to be cautious of perceptual biases during the recognition and selection process. For instance, in terms of role perception, when managers oversee employees, it involves guiding them into their social roles, teaching them the behavioral norms defined by society, and helping them understand their rights and responsibilities. This way, employees not only grasp the rational expectations of their roles but also learn how to enact those roles and cultivate the emotions associated with them. To help subordinates quickly adapt to their roles, managers need to understand the psychological effects of role expectations. Role expectations are not just about setting behavioral norms; they also involve societal expectations regarding the fulfillment of these roles. Once role incumbents understand these expectations, the impact can be significant. The effects of role expectations can inspire managers. If managers want their subordinates to be more proactive, they must first maintain positive role expectations, which can facilitate employees' role fulfillment. This is especially important when educating and managing underperformers, as positive role expectations can boost their confidence and courage to improve, potentially leading to remarkable transformations from underachievers to high performers. Role expectations are not just theories or practices but also involve emotional investment and the emotional experiences of those holding these expectations.

3.2. Group psychology and human resource development and management

In society, most human resources are organized into various grassroots units, meaning that human resources mainly operate not as isolated individuals but as groups. Therefore, people's behaviors and the extent of their potential are influenced not only by their own psychological factors but also significantly by group psychology. Thus, studying group psychology and behavioral patterns is an important aspect of management psychology. Furthermore, the application of group psychology in the development and management of human resources serves as a bridge between individual psychology and organizational psychology. Strengthening group management is crucial for fulfilling organizational functions and improving work efficiency.

Group cohesion is at the core of group psychology and human resource development. It refers to the overall forces that keep group members committed to the group, mainly manifested as the attraction of the group to its members or the members' sense of belonging to the group, as well as the degree of interdependence and unity among members [7]. Research indicates that groups with strong cohesion have harmonious member relationships and a sense of affinity, displaying responsibility, honor, and loyalty towards the group, enabling them to successfully complete the tasks assigned by the organization. Conversely, groups with weak cohesion experience friction among members, leading to disharmony and low morale, which is detrimental and can even obstruct the completion of group tasks. The strength of group cohesion is influenced by various factors.

(1) Group goals and norms

The more aligned group goals are with individual members' personal goals, the stronger the cohesiveness. Group goals have social value and personal significance;

achieving them can boost the group's prestige and also meet the wishes and needs of most members. If a group has clear and positive behavior norms and a healthy group atmosphere, it will be cohesive; otherwise, it will be weak.

(2) Leadership influence and style

Leaders with strong leadership skills who care for their employees can foster smooth relationships up and down the hierarchy. They are good at recognizing others' strengths, understanding their needs, and are willing to listen to opinions and suggestions. They hold themselves accountable while being lenient with others. Such leaders exert not only strong authoritative influence but also significant non-authoritative influence, enhancing group cohesiveness. Different leadership styles affect group cohesiveness in various ways. Among autocratic, democratic, and laissez-faire styles, the democratic approach provides members ample opportunities to express their opinions and encourages strong participation, leading to higher cohesiveness, while the other two styles can cause varying degrees of disunity and low morale, weakening cohesiveness.

3.3. Organizational psychology and human resources development and management

Individuals, groups, and organizations are closely interconnected. Groups are made up of individuals, and groups exist within organizations. People always live within some organizational environment, and the psychology and behavior of individuals and groups are influenced and constrained by this environment, while also impacting and constraining the functioning of the organization. Therefore, studying organizational psychology is an important aspect of management psychology.

(1) Organizational Communication

Communication refers to the exchange of information. Management psychology studies the communication that occurs between people and groups within an organization. In this sense, communication means that in management, two or more people or groups convey and exchange their opinions, viewpoints, thoughts, feelings, and desires through specific channels, aiming for mutual understanding and recognition. Management scholars liken communication to the nervous system of an organization or collective. Poor communication can paralyze the entire operational mechanism of the organization. Reports indicate that, aside from sleeping, individuals typically spend 70% of their time on interpersonal communication. Thus, it can be said that without communication, there is no modern organization or civilized society. Psychologists believe that conflicts, misunderstandings, and decision-making errors between people primarily stem from communication barriers. For leaders to minimize mistakes in their work, they need to be observant and attentive, effectively utilizing communication networks to ensure information flows up and down and that there is mutual exchange. They must also pay attention to eliminating various interferences that arise during information transmission and resist inconsistencies that create communication obstacles. A good communication system is crucial for a company's success.

(2) Corporate Culture

Corporate culture is an advanced scientific management concept that blends economic and cultural meanings. Broadly speaking, corporate culture refers to the overall state of civilization within a company, encompassing the material and spiritual

wealth created during its historical practice that is characteristic of that company, including both hard and soft culture. Hard culture refers to the material state of the company (like equipment, outlets, funds, etc.), as well as its technological and efficiency levels, with its main focus being on objects. Soft culture, on the other hand, pertains to the ideologies and behavioral patterns that are characteristic of the company, which have formed within society, including corresponding systems and organizational structures, with its main focus being on people. Narrowly defined, corporate culture refers to soft culture. The essence of modern corporate culture is the shift from a past focus on material aspects to a focus on people. Modern corporate culture is not only an important part of social culture but also reflects and influences social culture. Here, "culture" does not refer to knowledge cultivation but rather to people's perceptions of knowledge; it is not profit, but the psychology surrounding profit; it is not interpersonal relationships, but the philosophy of life reflected in those relationships; it is not a certificate of achievement, but the sense of honor that the certificate conveys; it is not a pleasant working environment, but the feelings associated with that environment. It permeates all activities of the company, reflects its economic activities, and represents the soul and essence of the company. At the same time, it has a significant impact on the company's economic activities and is a driving force behind its success. With the arrival of a new era of human civilization characterized by a knowledge economy, researching and emphasizing the construction of corporate culture will be an important topic in human resource management.

3.4. Leadership psychology and human resource development and management

Leadership refers to the process of using authority to guide and influence individuals, groups, or organizations to achieve predefined goals under certain conditions. In a company, if all employees aren't enthusiastic and actively supportive, tasks can't be completed. Similarly, without effective leadership, the organization can become chaotic, making it impossible to accomplish goals. Therefore, after understanding the psychological and behavioral patterns of individuals and groups in the management process, it is essential to also study the psychology and behavior of leaders in management. Leadership activities follow objective rules. For a leader to succeed, they need to recognize and adhere to these rules. The principles of leadership psychology are a branch of individual psychology, focusing on practical methods and techniques that leaders can use from psychology. This creates a solid bridge between leadership science and management psychology, clarifying the general methods and techniques leaders should employ in human resource development and management to enhance their leadership effectiveness.

4. Conclusions

As a budding discipline, management psychology has a long way to go in its practical application, but it has already made a positive impact on enhancing organizational cohesion and ensuring organizational effectiveness. This article examines issues related to the application of management psychology in organizations within the context of economic globalization, focusing on four main subjects of study: individual psychology, group psychology, organizational psychology, and leadership psychology, exploring their use in human resource development and management. In terms of individual psychology, the non-intellectual factors of individuals are essential conditions for their success and career development, so it's important to pay attention to differences in interests, temperament, personality, and abilities when developing

and managing human resources, ensuring that everyone's talents are utilized. Regarding group psychology, strengthening group management is crucial for achieving organizational functions and improving work efficiency. Managers can enhance the consistency of group behavior by leveraging the effects of conformity, and when the goals of the group and the organization are aligned, it boosts cohesion and increases productivity. A proper understanding and resolution of conflicts can lead to a more effective organization. On the topic of organizational psychology, effective communication channels and good interpersonal relationships are vital for a company's success. A strong corporate culture can deepen human resource development and systematize human resource management. From a leadership psychology perspective, business leaders must optimize psychological factors when selecting personnel and eliminate cognitive biases to successfully achieve organizational goals. It is hoped that this research will assist in upgrading management practices in related enterprises in the future.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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