

BEHAVIOUR MODIFICATION AND ORGANIZATIONAL DEVELOPMENT: REVISITING THE THEORIES OF LEARNING

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ABSTRACT

There is heightened debate on the impact of organizational culture and behaviour on organizational development. In the middle of this debate, the processes that lead to both organizational culture and behaviour are rarely discussed. This paper focuses on behaviour modification as one process of achieving organizational development. In order to render a satisfactory discussion, the paper revisits the theories of learning which continue to shape many of the learning processes available to business organizations.

Keywords: Behaviour modification, learning theories, organizational behaviour, culture and development.