

The Existence of Industrial Psychology in Globalization – the Modern “Samudra Manthan”

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Abstract:- The story of “Samudra Manthan”, as is detailed in “Bhagavad Purana”, “Vishnu Purana” and the “Mahabharata” in Indian mythology required the devas (the divine ones) and the asuras (the bad ones) to come together to churn the ocean to retrieve the nectar of energy. The continuous churning with the help of the “mountain Mandara” as the churning rod alongwith “Vasuki-the king of snakes” resulted in the creation of terrible poison followed numerous valuables from the “Samudra Manthan”.

I. GLOBALIZATION VIS-À-VIS “SAMUDRA MANTHAN”

In the current scenario, “Globalization” has led to a similar “Samudra Manthan”, where the distance between people and the places where they are located are no longer directly proportional. Further the technological advances are not just forcing people of different cultures to come together physically or virtually in the dynamic business world, they have also forced the creation of several evils like pollution, war, terrorism, separation of loved ones and an almost destruction of many cultures and civilizations. However these have also been accompanied by the growth of businesses and prosperity leading to the development across various countries of the world.

The distance, timezones, cultural differences, government regulations, technological advances and many more factors have all literally had their deep roots being totally shaken up by globalization. Such has been the force of the latter, that none of these could remain the same as yesteryears.

The countries and businesses choosing to survive in this global churning have had to embrace the interaction among people of the world. The technological advances have literally led to exchange of life and or ideas across the earth.

In The *Consequences of Modernity*, Anthony Giddens has correctly summed up all of the above by stating that "Globalization can thus be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa."

II. THE ROLE OF “INDUSTRIAL PSYCHOLOGISTS”

The “Samudra Manthan” required the Lord Vishnu to take the form of a huge turtle “Kurma Avatar”. The role of modern “Industrial Psychologist” is similar to that of “Lord Vishnu”. The “Industrial Psychologist have to not just understand the attitudes of the global workforce... they are literally responsible for training the employees, assigning them appropriately assign them to the jobs along with developing job standards and measuring the job performance. This practice goes a long way in helping the progressive organizations of the world to outshine competition in the dynamic business world.

According to Muchinsky's book, *Psychology Applied to Work: An Introduction to Industrial and Organizational Psychology*, most industrial-organizational psychologists work in one of six major subject areas:

1. *Training and Development:* Determine the skills necessary to perform specific jobs, as well as develop and evaluate employee training programs.
2. *Employee Selection:* Develop employee selection assessment tests for a job position.
3. *Ergonomics:* Design procedures and equipment to maximize performance and minimize injury.
4. *Performance Management:* Determine employee well-being.
5. *Work Life:* Improve employee satisfaction and maximize the productivity of the workforce. Find ways to make jobs more rewarding to improve the quality of life in the workplace.
6. *Organizational Development:* Improve organizations, often through increasing profits, redesigning products, and improving the organizational structure.

III. CONCLUSION

To sum it all, the irreversible globalization opens a plethora of opportunities for the practitioners of industrial psychology.

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