

# Download Industrial And Organizational Psychology

Industrial and organizational psychology (I/O psychology), which is also known as occupational psychology, organizational psychology, and work and organizational psychology, is an applied discipline within psychology. Industrial-organizational (I-O) psychology is concerned with the study of workplace behavior. People who work in this areas apply psychological principles to areas such as human resources, employee training, marketing and sales, and organizational development. Industrial-organizational psychology is the branch of psychology that applies psychological theories and principles to organizations. Often referred to as I-O psychology, this field focuses on increasing workplace productivity and related issues such as the physical and mental well-being of employees. Change Corporate Culture with a Master's in Industrial-Organizational Psychology Online. The rapidly changing business landscape of the 21st century has led to a growing demand for professionals with the psychology credentials to help improve employee performance, motivation and general well-being.