 <https://doi.org/10.56238/alookdevelopv1-171>

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### **ABSTRACT**

This paper aims to study the role of psychology in the organizational world, knowing its principle and all its evolution. It is known that in the beginning, psychology within companies was used only to evaluate criteria for recruiting employees.

Nowadays, psychology is much more involved with the well-being of employees, working holistically with the team, strengthening ties, and, consequently, increasing productivity, as motivated and happy employees yield much more to companies. As part of this motivation, the inclusion of diversities in the job market has been increasing, bringing more opportunities and qualifications to the corporation. Qualitative bibliographic research was carried out to collect the data in this article, and the conclusion was that as the human being is constantly evolving, psychology is fundamental to understanding these changes in social profiles and adapting companies to them, increasingly integrating society.

**Keywords:** Organizational psychology, Inclusion, Recruitment.

## **1 INTRODUCTION**

Nowadays, it is of paramount importance the presence of psychology within Organizations. At the beginning of his participation, the presence was only to evaluate the hiring of personnel that the factories carried out. They applied tests and thus analyzed whether the competitors had an aptitude for the job. With the evolution of both man and the corporate world, consequently, organizational psychology has been growing and strengthening, creating more responsibilities and analyzing man, his circle, and the characteristics of the company in line with the whole environment aiming at better integration and productivity. Here, we will reinforce how this evolution occurred until we reach the present day, with human diversity and its inclusion in the labor market. The subject is of great interest and importance that will be further specified through research by qualitative bibliographic review.

Regarding the methodology, Marconi and Lakatos (1992) state that a bibliographic review is a search for what has already been published on the subject to provide the researcher with data. It's usually the first step of the research.

For Stake (2011), qualitative research is the one that takes place seeking the purpose of knowing more without seeking generalization, using examples at the hand of the researcher.

The structural division will be introductory to organizational psychology, in the body of work will have the evolution of psychology, human relations and motivations, recruitment and selection,

and diversity in the labor market. After this explanation, there will be a conclusion, reporting the final considerations.

## **2 LITERATURE REVIEW**

### **2.1 EVOLUTION OF PSYCHOLOGY IN ORGANIZATIONS**

Psychology in organizations began in the nineteenth century, at the time of the industrial revolution. At that time, psychology was used to select employees for jobs through recruitment tests, according to Doms (2014). It then evolved into organizational psychology, where the focus was on employee productivity. Then, in the 60s, organizational and work psychology emerged, which is based on the quality of life of the worker, analyzing the employee as a holistic being, dependent on several factors for his development.

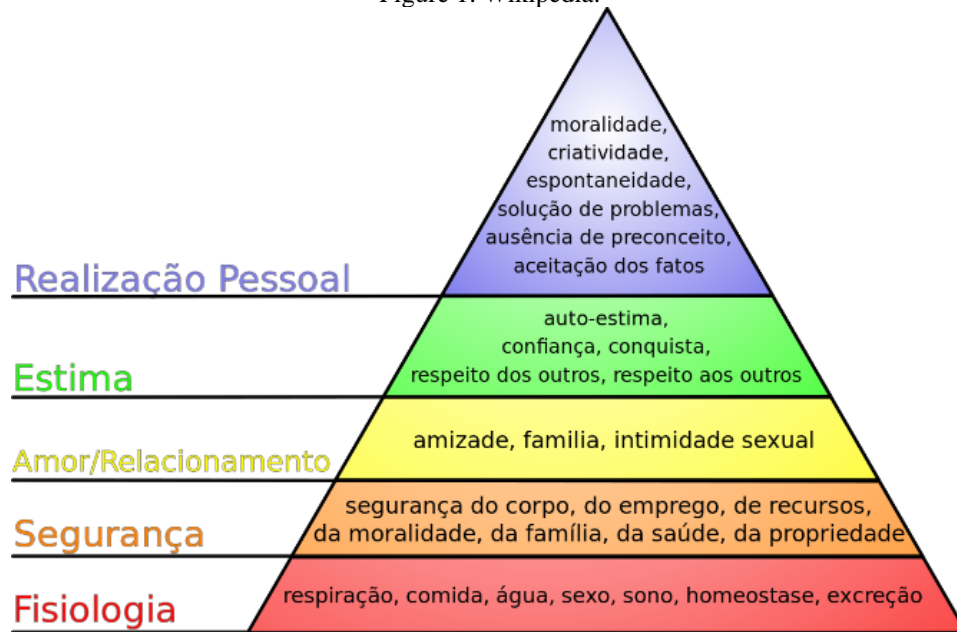
### **2.2 HUMAN RELATIONS AND MOTIVATION**

Lewin (1935) already pointed out, at the time, that human behavior comes from relationships and psychological environments. Sievers (1990) states that "motivation has ceased to be a scientific concept to help understand the man in his constitution and has become a pragmatic instrument to influence human behavior."

In productive practice, a motivated man can dedicate himself more diligently to their activities. In this way, seeking to understand what motivates the teams, we will talk about the theories of Maslow and Herberg.

To explain the motivation based on the theory of Maslow, an American psychologist who listed human needs in a pyramid, Kotler (2016) says that at the base are the physiological needs of the human being. Those that are most urgent to be healed, such as sleep, hunger, cold, and thirst. Next is the need for security, when the person feels the lack of a more suitable home or a secure job ensures that their basic needs are met. On the third level of the pyramid lies the need for a relationship, leaving the man safer to seek to relate to other people for friendships or lovingly. On the fourth level is the need for esteem, leaving the man with the will to be liked and respected by other people for his conviviality. Finally, at the top is the need for personal fulfillment, when the person seeks to satisfy himself, to realize old dreams when only now, after conquering all his needs below, one after the other.

Figure 1. Wikipedia.



In contrast, Herzberg, an American psychologist, believed that the employee yielded through his studies of his Theory of Two Factors: one motivational and the other hygienic. Doms (2014) explains that the motivational factor is linked to the tasks they perform daily if it has the power of growth, accomplishment, and responsibility within the corporate journey. Hygienic factors correspond to the company's environment, working conditions, safety, and personal relationships that surround the person.

### 2.3 RECRUITMENT AND SELECTION

Doms (2014) clarifies that recruitment is an activity of the human resources sector that aims to acquire people and internal and external customers for existing or possible vacancies.

In turn, Chiavenato (2014) considers that recruitment is a strategy to look for candidates for work through practices and processes used that are compatible with the company. This practice also increases the visibility of the company externally because there is the disclosure of these vacancies within the market.

Chiavenato (2014) says that companies choose their employees, but the opposite also happens: people choose the companies they want to work for. Thus, the selection process is the adequacy between what companies want with what people have to offer as work.

Lacombe (2005) states that there is internal and external recruitment. The internal consists of opening vacancies of the company for employees who are already on the board but in other functions. This system has the advantage of stimulating individual professional growth and motivation. If no one fits, it is open to external recruitment when there is disclosure of vacancies in the market.

Currently, the recruitment process has been improved with technology. Lima and Rabelo (2018) point out that e-recruitment is the selection of interested parties carried out through the Internet. The authors consider that this practice brings benefits, such as the dynamism of the contact between the parts of the recruitment, although face-to-face recruitment is not replaced by *online*.

## 2.4 DIVERSITY IN THE LABOR MARKET

Tanielle (2017), in her research, analyzes that racial and gender diversity in Brazil has already begun to evolve. The author believes that companies have walked during the evolution to reach the understanding that it is not only profit that sustains the organization, but rather professionals who dedicate themselves, showing all their ability, regardless of creed, race, or gender.

Nevertheless, there is still much to contend with. Research by Ethos (2016) and other partners reports that women and blacks still suffer prejudice and other difficulties in the corporate market.

Ribas and Salim (2013) consider that diversity ends up increasing the understanding of the organization because managers need to learn to understand differences without discrimination and still leave employees motivated.

Teixeira (2011) makes a historical analysis of the involvement of women in the Brazilian labor market. Here, until the middle of the twentieth century, they were mostly in the homes, submissive to men, in a place devalued. With the presence of the feminist movement in 1960, they began to occupy external vacancies, became stronger to tell about oppressions and violence suffered, and little by little, gained their space, which to this day is suffered to establish. There is still a gender gap for certain positions and also a pay gap because they are women.

Hirata (2014) reminds us that diversity is not only in gender but also in race, class, and religion. Ferreira (2020) states that 90% of Brazilian transsexuals live on underemployment, only for subsistence, according to a survey by the National Association of Transvestites and Transsexuals (Antra). Also, according to the author, in addition to prejudice, what greatly limits trans people is the embarrassment of not being called by their social name when their appearance does not match the name of registration.

## 3 CONCLUSION

From the beginning of the industrial age, when factories needed human labor, the importance of psychology began to be realized. Initially, the work only of recruiting people according to their strength and willingness to perform this or that work, evolving to the holistic care of the human being. Believing in man as a unique being, but full of perspectives to be achieved, needing support to reach his maximum productive power and thus, leaving him motivated to give himself, be rewarded, and

make a difference in society. Joining all these functions is not easy, but psychology has been assuming a fundamental role in the monitoring of this human and business evolution.

With this evolution, we have arrived in recent years with human diversity; it is believed that it was time for all qualified people, regardless of how they present themselves, sexuality, religion, or anything else that can interfere in hiring when we already know that motivation, the quality of their work should be the north of the classification of employees. Women, trans people or people with reduced mobility capacity, blacks, and Indians can and should occupy every position to which they are entitled and trained. Respect for the person should always prevail and be encouraged within organizations.

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