

BEHAVIORAL VISION EFFICIENT IN MANAGERS' PERSONALITY

Ndricim Ciroka

Luigj Gurakuqi University Shkoder, Albania

Absract

Knowing that the culture, family, education, etc, have great impact on people's personalities, sometimes the candidate-managers should be trained from the scratch. Coming to the point three main elements such as personality, leadership and manager, a good scientific and productive approach are the concepts of behaviorism and classical condition. John Watson (Behaviourist) Watson's studies consists in classical learning and classical conditioning. Watson invented and concluded that we are the product of S-R (Stimulation-Reaction) formula and the learning process in life is build upon this formula. Basing on these elements you can build up your personality. Watson has a well-known expression: "give a classroom with children, tell me what you want them to be and I will make them so." Burrhus Frederick Skinner, known as B F Skinner. He is a scholar who taught pigeons to play ping-pong. Skinner with operant conditioning came up with some different concepts than the learning processes. In one of the most famous Skinner's theory, mouse gets help to reach some food. Mouse can't reach the food unless he presses the button. So to reach the food, mouse has to press the button. According to Skinner, the behaviour stands more with operant conditioning than the classical pavlovian theory as in human beings most of the behaviours are operant. Verbal Behaviour according to Skinner. We know if the listener smiles may strengthen the process and visa versa. These concepts consist in adapting that human beings do in learning and also in modifying their behaviours. For a modern manager Classical Conditioning and Operant Conditioning have to be when it comes to modifying all type of behaviours. Improvement of performance and manager's potential is on the most strategic elements in achieving the objectives of a organization.