

## **FACTORS OF INDIVIDUAL BEHAVIOR IN AN ORGANIZATION AND ITS PERFORMANCE AT WORK**

**AFRIM LOKU<sup>1</sup> & FATLUM GOGIQI<sup>2</sup>**

<sup>1</sup>Professor, University of Applied Sciences Ferizaj, Ferizaj, Kosovo

<sup>2</sup>Professor, European College of Kosovo, Pristina, Kosovo

### **ABSTRACT**

The main and most important problem that managers are facing today is the management of people. This is the most challenging issues in each organization in daily life. Organizational behavior is studying individual, group and organization in general to examine the effect of organizational structure, organizational culture and performance.

Human behavior which is very different from one to another, and knowing that each individual is different from others, the challenge that we have in order to have an effective organization is based on the amounts you attune success, managers and the rest of the organization. The behavior of an individual in the organization is the combination between the individual and environmental characteristics. In reality, the manager should use existing resources to a certain task, and should be able to understand the difference between the behavior of different individuals, and use them in the appropriate way to achieve team collaboration in the organization.

In the world of the individual, there is a general sample of human behavior which explains the process of differentiation between individuals. Knowledge or perception is a man thought process that describes how we transform taken information, store and use as knowledge in decision-making in the future. This includes things such as visual images, language, problem solving, decision making etc. In order to understand individuals behavior and their personalities, it is important to understand the basis of thinking of a person

**KEYWORDS:** Work, Behavior, Performance and Management