



[Glossary]

Value

Subject:	Business Economics
Course:	B. A. (Hons.), 4 th Semester, Undergraduate
Paper No. & Title:	Paper – 402 Organizational Behaviour
Unit No. & Title:	Unit – 2 Individual Behaviour
Lecture No. & Title:	Lecture – 4 Value

Glossary

Collectivism: The extent to which people value duty to groups to which they belong, and to group harmony.

Content attribute: It says a mode of conduct or end-state of existence is important.

Individualism: The extent to which a person values independence and personal uniqueness.

Intensity attribute: It specifies how important the end state of existence is.

Value system: Value system is an individual's values arranged in a hierarchy of preferences.

Values congruence: Values congruence refers to situations where two or more entities have similar value systems.

Values: Stable, long-lasting beliefs about what is important in a variety of situations, that guide our decisions and actions.