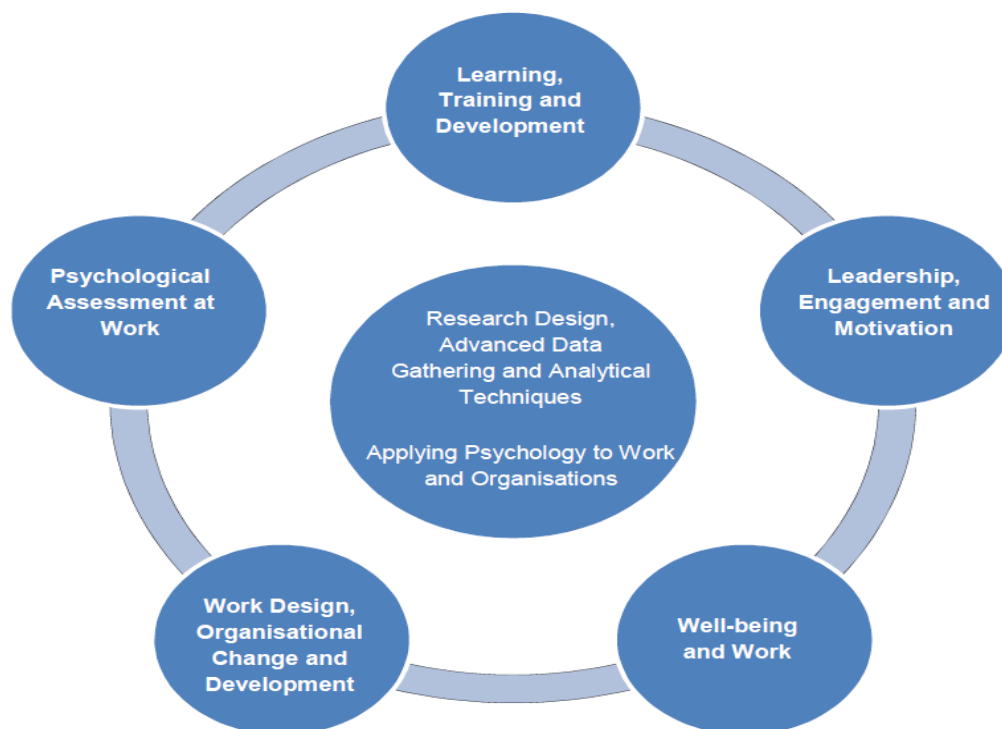


Business Psychology and Occupational Psychology

Business psychology is a science that has been applied to businesses globally. It is concerned with learning and development, leadership, engagement and motivation; well-being and work; work design, organisational change and development; and psychological assessment at work. It uses research to and analytical techniques to apply psychology to work and organisations. The discipline of business psychology is shown as a schematic in figure 1.1 below.

Figure 1.1: Business psychology domain areas



The Association of Business Psychologists (2015) define business psychology as:

“...*Business Psychology is the study and practice of improving working life. It combines an understanding of the science of human behaviour with experience of the world of work to attain effective and sustainable performance for both individuals and organisations*”

Applied Science

Business Psychology is an applied science that investigates how to make people and organisations more effective. It uses social scientific research methods to study people, workplaces and organisations in order to better align their multiple and sometimes

Business Psychology and Occupational Psychology

competing needs. Its goal is to create healthy and productive relationships between people and organisations for mutual benefit.

As an applied science, Business Psychology does dictate to organisations what constitutes effective organisational practice. It has a reciprocal relationship with business and draws insights from those with experience of what works at work. This enables psychological research to be applied pragmatically and in a way that is appropriate to the situation. It also allows a cross fertilisation of experience from business into psychology and of academic knowledge and rigour from psychology into business....”

Association of Business Psychologists (2015)

To find out more about how business psychology might help you contact

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