A STUDY ON MEASURING ATTRIBUTES OF CONSCIOUSNESS

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ABSTRACT:

Purpose – This study aims to discuss the different forms which consciousness has. Extant reviews show the body of consciousness and its importance is growing, and while notable contributions towards theoretical and methodological integration are evident, that the field is described as phenomenally based, potentially fragmented and suffering from theoretical paucity.

Design/methodology/approach – The paper draws on the experiences and insights of scholars who have been exploring complex behavioural issues in relationship with consciousness. A questionnaire survey on the consciousness is to be done to know exact levels of employees working in organisations. The research model investigates the relevant relationships among the constructs by using a factor analysis approach.

Findings – Research results reveal that positive correlation exists between various consciousness variables and some of them have positive impact on personality. It is thus known that it consists of physical, emotional, mental, social, and environmental form which has impact on overall consciousness level of the individuals.

Research limitations/implications – Translating abstract concepts such as consciousness to an organizational model is complex and interpretive. For now, the idea of organizational consciousness remains mostly a theoretical concept. Empirical evidence is needed to support the theory.

Practical implications – Faced with complicated and compelling issues for immoral and unethical behaviours, organizations must look beyond the analysis of structure and function, and be vigilant in their decisions on where important issues sit on the ladder of competing priorities. Organizational consciousness and individual consciousness keeps the organization’s attention focused on purpose and unifies the collective will to succeed.

Originality/value – This paper may serve as a reference for firms mapping out future behavioural policies and provide an input of various perspectives and arguments into the discipline of management. If the paper can come to understand how consciousness operates in organizations, and learn how to apply it in organizational decisions, the pay-off could be big in terms of leading initiatives for change.

KEY WORDS: consciousness, awareness, Perceived role of behaviour.