

Research on Knowledge Organization Behavior Model Construction Based on "Innovator" Hypothesis

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ABSTRACT

The hypothesis of human nature is the foundation of the management model and its organizational behavior model. Throughout the development of organizational behavior in China and the West, each management mode or organizational behavior model has its corresponding human nature hypothesis. With the global transition to the era of knowledge economy, social and economic development, computer, communication network, electronic information technology advances by leaps and bounds, put forward the human nature hypothesis of "innovator". Based on the basic idea of "innovator" hypothesis, this paper constructs the corresponding knowledge organizational behavior model, and elaborates the knowledge organizational behavior model from five aspects: organizational purpose, organizational key, organizational mode, organizational guarantee, and organizational function.

Keywords: "innovator", knowledge, human nature assumption, organizational behavior model

I. INTRODUCTION

The human nature hypothesis and the construction of organizational behavior model is one of the important contents of organizational behavior research. Based on different assumptions of human nature, different types of management modes are generated. In ancient China, based on the hypothesis of "good human nature", management by virtue is proposed, and management by law is proposed based on the hypothesis of "evil human nature". "Economic man", "social man", "self-actualized man" and "complex cultural man" are traditional human nature hypothesis theories in the West. Based on different human nature hypothesis, task organization behavior model, participating organization behavior model, autonomous organization behavior model and dynamic contingency behavior model are produced respectively. With the rise of knowledge economy and the rapid development of information technology, the world has entered the era of knowledge economy. However, the "innovator" hypothesis only puts forward a preliminary management idea, but does not form a complete, comprehensive and systematic organizational behavior model. Therefore, based on the previous research results, this paper builds a set of knowledge organization behavior model based on the human nature hypothesis of "innovator".

II. RESEARCH OVERVIEW

There are four main human nature hypothesis theories in the West, including the hypothesis of "economic man", "social man", "self-actualized man" and "complex man". In the 20th century, Taylor, the "father of scientific management", first introduced "economic man" into management, and promoted management from traditional management to scientific management. Meanwhile, based on the hypothesis of "economic man", McGregor proposed "Theory X", which is characterized by "carrot" and "stick". Therefore, the organizational behavior model corresponding to "economic man" is the task organizational behavior model. From 1924 to 1932, Mayo carried out the famous Hawthorne experiment and put forward the hypothesis of "social man". The basic idea is that human lies in interpersonal relationship besides economic interests. Therefore, the corresponding organizational behavior model of "social man" is the model of participating organizational behavior. Maslow was the first to put forward the concept of "self-actualized man". He believed that self-actualization was the realization of a person's potential to become everything that the person could become. In 1957, McGregor referred to the self-actualized man as theory Y. Therefore, the organizational behavior model corresponding to "self-actualized person" is the autonomous organizational behavior model. 60s-70s of the 20th century, Morse and put forward the "complex person", the main view is: one is not just a simple "economic man", also is not completely "social person",

more can't be pure "self-realization", and should be, and position in time and take appropriate for situations of "complex person", this is referred to as "Y" theory. Therefore, the organizational behavior model corresponding to "complex person" is contingency organizational behavior model.

The hypothesis of human nature in ancient China is mainly discussed from the perspectives of ethics and sociology. Mencius during the spring and autumn period was the representative figure of the hypothesis of "goodness of nature". He believed that people were born with four good points, namely, compassion, shame, concession and right and wrong, which were rooted in the hearts of people in the embryonic state. Therefore, Mencius advocated using etiquette to educate and promote people's goodness, proposed to rule people by virtue, which is, to govern people by virtue, and believed that people's behaviors should be subject to ethical constraints rather than legal sanctions. With Xun Zi and Han Feizi as the main representatives, Han Feizi believed that the human nature is to love interest and evil, and to love interest and fear crime, and then put forward the thought of "rule of law", which advocated that the social order should be regulated and maintained by legal norms. He believed that the rule of law is a mechanism to know evil and prevent evil.

The emergence of hypothesis theories of human nature, such as "selfish and altruistic" hypothesis, "innovative man" hypothesis, "target man" hypothesis and "rational ecological man" hypothesis, has become a new development of contemporary hypothesis theories of human nature. However, most of the contemporary assumptions of human nature are a basic idea or only put forward corresponding management measures for the assumption of human nature, but do not build a complete model of organizational behavior.

In the 1930s, Alex thinks of "innovation", Mr. Osborne will be into the management theory, Chinese scholars relatively complete in the study demonstrates the airy and Mr. Osborne's assumptions, organizational development, he believes, have six stages, which is the highest stage of organization innovation stage, this stage in order to improve the innovation ability for an organization at the center of the task, and organizational innovation stage, organizations need to "innovation". On the one hand, people strive for continuous innovation and achievements in their work, and achieve them through continuous innovation. On the other hand, everyone has the potential for innovation, and innovation is the essential need of human beings. The level of human needs is constantly upgraded from the lower level to the higher level. Its purpose is not only for self-realization, but also for innovation. Therefore, the organization provides the necessary conditions for its members to innovate, and forms the initiative to

work and obtains the lasting working power from the internal needs of meeting the innovation desire.

Therefore, based on the previous research results, this paper builds a set of knowledge organization behavior model based on the human nature hypothesis of "innovator".

III. THE PROPOSAL OF HUMAN NATURE HYPOTHESIS OF "INNOVATOR"

Since the 1990s, with the rapid development of information technology and the rise of knowledge economy, the world has entered the era of knowledge economy. Knowledge economy calls for knowledge management, and knowledge management needs the knowledge of management. Therefore, the human nature hypothesis theory has a new development, which is, put forward the human nature hypothesis of "innovator".

Drucker, Hammer and Peter Saintly are the main representatives of the hypothesis of "innovator". Drucker stressed the importance of innovation in such books as *Management in the 1990s* and *Management Challenges in the 21st Century*. What Drucker advocated was not "individual innovation" but "collective innovation". He believes that innovation is an industrial innovation and a major change in society, and stresses that modern managers must become leaders of change and learn to make existing organizations have the ability to innovate. If they cannot learn to innovate, the consequences will be quite serious.

In their book *Enterprise Reengineering*, Hammer and Campy proposed a fundamental rethink of work processes and radical changes that would lead to "significant" improvements in company performance. They emphasized that reengineering must be people-oriented, with "leaders", "process leaders" and "reengineering master coordinators" playing an important role in initiating a dramatic change action. The fundamental thinking and radical reform advocated by Hammer and Campy are essentially the process of innovating the workflow.

Peter Senge in "the fifth discipline - the art and practice of learning organization", put forward the concept of learning organization, and points out that as members of the learning organization should have a system thinking, beyond the self, improve mental models, building Shared vision and team learning practice of five skills, this idea is a kind of brand-new revolution spirit of management thoughts.

IV. CONSTRUCTION OF KNOWLEDGE ORGANIZATION BEHAVIOR MODEL

The hypothesis of "innovator" is born in the era of knowledge economy, which needs knowledge management and knowledge management needs

management knowledge. The author will elaborate the behavioral model of knowledge organization from five aspects: organizational purpose, organizational key, organizational mode, organizational guarantee, and organizational function. ("Fig. 1")

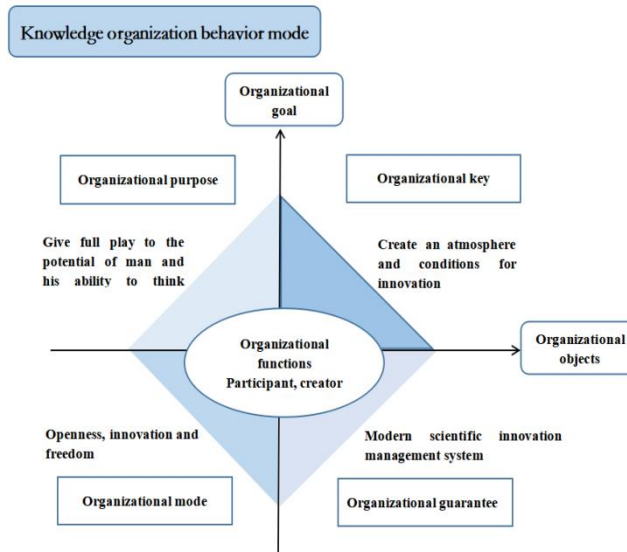


Fig. 1. Knowledge organization behavior model.

A. Organizational purpose of knowledge organizational behavior model

The main feature of the "innovator" hypothesis is innovation. This hypothesis holds that innovators have excellent learning and innovation abilities and are willing to learn new knowledge and new skills, and actively use knowledge to solve problems encountered in innovation and work. In addition, innovators also have a strong sense of adventure and expect a greater sense of accomplishment. The innovator constantly stimulates himself to carry on the innovation research for the innovation cause, has the indomitable determination and the self-reliant spirit, he expects the success, will choose the very high goal for himself. Therefore, innovation management mode is different from traditional management, innovative people have certain requirements for environment, managers should be fully stimulate the creative potential of people and employees' innovative thinking ability for the purpose of the organization, through the atmosphere conducive to innovation, enable employees to give full play to its own within the organization to the innovation potential, realize employees self-fulfillment requirements, at the same time, also create more value for the organization, so that the organization has the ability of continuous learning and innovation.

B. Organizational key of knowledge organizational behavior model

The key to an organization based on the hypothesis of "innovator" is to create an environment and provide conditions for innovation. The main function of management is no longer to organize production and create profits, but to improve the conditions of innovation so that employees can give full play to their innovation ability. Through the transformation of organizational culture and organizational atmosphere, managers can stimulate innovative ideas, set up innovative ideas, create an organizational atmosphere of innovation, talk about innovation, and want to innovate, everywhere, bring all the innovation within the organization into the conscious and conscious track, so that innovation becomes the conscious activity of employees.

C. Organization mode of knowledge organization behavior model

The organization mode of knowledge organization behavior model based on the hypothesis of "innovator" has the characteristics of openness, freedom and innovation. "Innovators" seek to build or create achievements that are entirely their own. They require autonomy, management ability, and the ability to display their special talents. The traditional way of management is that organizations use their own resources to achieve the best combination to participate

in the competition. This kind of management mode is not conducive to the generation of innovative thinking of organization members, but will make the organization become closed, lack of adaptability, so it is difficult to win in the rapidly changing competitive environment. Therefore, the organizational management mode must be open and innovative, giving employees full autonomy to display their talents and realize their achievements.

D. Organizational guarantee of knowledge organization behavior model

In the stage of organizational innovation, a new organizational management system is needed. The organizational guarantee of knowledge organization behavior model based on the hypothesis of "innovator" lies in the adoption of modern scientific innovation management system. Modern innovation management system requires the reform of management mode, decision-making mode and organizational structure. , therefore, should use in favor of the integration of innovation management, its inside and outside the organization of various resources for elements, powered by innovation mechanism, through the various management means and methods of the integrated culture, after the integration of the thoughts and ideas creatively applied in management practice, emphasize the hard resources such as people, money, content, more emphasis is soft resources such as information, knowledge, experience, thought, through the hard and soft resources integrated and optimized to achieve the purpose of generating innovative ideas.

E. Organizational functions of knowledge organization behavior model

A manager's primary role is not as a controller, leader, and motivator, but as a participant and creator. It not only creates conditions for the innovation ability of the managed, and tries to reduce and eliminate the obstacles they meet in the process of innovation, but also pursues innovation itself. A manager, without his own innovation, cannot create the best innovation environment for the members of the organization. There are many new problems in management activities that need to be dealt with creatively by managers. Only by taking the initiative to explore new management methods and methods can managers adapt to the changes of internal and external environment and inject vitality into the development of the organization.

V. CONCLUSION

The above is the knowledge organization behavior model constructed according to the human nature hypothesis of "innovator", and the organizational behavior model is expounded from five aspects: organizational purpose, organizational key,

organizational mode, organizational guarantee, and organizational function. The research in this paper is still at the conception stage, and the specific operational technology is still to be improved.

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