

VALUE :- Concept, Definition and characteristics. (Amit sir, dept. Of Education)

Generally, value has been taken to mean moral ideas, general conceptions or orientations towards the world or sometimes simply interests, attitudes, preferences, needs, sentiments and disposition

But sociologists use this term in a more precise sense to mean “the generalized end which has the connotations of rightness, goodness or inherent desirability”.

It is important and lasting beliefs or ideals shared by the members of a culture about what is good or bad and desirable or undesirable

It has a major influence on a person’s behavior and attitude and serves as broad guidelines in all situations.

Actually, the value represents basic convictions that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence.

Definition – What is Values?

Values defined in Organizational Behaviour as the collective conceptions of what is considered good, desirable, and proper or bad, undesirable, and improper in a culture.

Some common business values are fairness, innovations and community involvement.

According to M. Haralambos,

“A value is a belief that something is good and desirable”.

According to R.K. Mukherjee, “Values are socially approved desires and goals that are internalized through the process of conditioning, learning or socialization and that become subjective preferences, standards, and aspirations”.

According to Zaleznik and David,

“Values are the ideas in the mind of men compared to norms in that they specify how people should behave. Values also attach degrees of goodness to activities and relationships”

According to I. J. Lehner and N.J. Kube,

“Values are an integral part of the personal philosophy of life by which we generally mean the system of values by which we live. The philosophy of life includes our aims, ideals, and manner of thinking and the principles by which we guide our behavior”

According to T. W. Hippie,

“Values are conscious or unconscious motivators and justifiers of the actions and judgment”

A value is a shared idea about how something is ranked in terms of desirability, worth or goodness. Sometimes, it has been interpreted to mean “such standards by means of which the ends of action are selected”.

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Familiar examples of values are wealth, loyalty, independence, equality, justice, fraternity and friendliness. These are generalized ends consciously pursued by or held up to individuals as being worthwhile in them.

It is not easy to clarify the fundamental values of a given society because of their sheer breadth.

Characteristics of Value

Values are different for each person.

These can be defined as ideas or beliefs that a person holds desirable or undesirable.

The variability in that statement is, first, what a person could value, and second, the degree to which they value it.

Values may be specific, such as honouring one’s parents or owning a home or they may be more general, such as health, love, and democracy. ‘Truth prevails’, “love thy neighbour as yourself, “learning is good as ends itself are a few examples of general values.

Individual achievement, personal happiness, and materialism are major values of modern industrial society.

It is defined as a concept of the desirable, an internalized creation or standard of evaluation a person possesses.

Such concepts and standards are relatively few and determine or guide an individual's evaluations of the many objects encountered in everyday life.

The characteristics of values are:

.These are extremely practical, and valuation requires not just techniques but also an understanding of the strategic context.

- These can provide standards of competence and morality.
- These can go beyond specific situations or persons.
- Personal values can be influenced by culture, tradition, and a combination of internal and external factors.
- These are relatively permanent.
- These are more central to the core of a person.
- Most of our core values are learned early in life from family, friends, neighbourhood school, the mass print, visual media and other sources within the society.
- Values are loaded with effective thoughts about ideas, objects, behaviour, etc.
- They contain a judgmental element in that they carry an individual's ideas as to what is right, good, or desirable.
- Values can differ from culture to culture and even person to person.
- Values play a significant role in the integration and fulfillment of man's basic impulses and desire stably and consistently appropriate for his living.
- They are generic experiences in social action made up of both individual and social responses and attitudes.
- They build up societies, integrate social relations.
- They mould the ideal dimensions of personality and depth of culture.
- They influence people's behaviour and serve as criteria for evaluating the actions of others.
- They have a great role to play in the conduct of social life. They help in creating norms to guide day-to-day behaviour.

The values of a culture may change, but most remain stable during one person's lifetime.

Socially shared, intensely felt values are a fundamental part of our lives. These values become part of our personalities. They are shared and reinforced by those with whom we interact.

Since values often strongly influence both attitude and behaviour, they serve as a kind of personal compass for employee conduct in the workplace.

These help to determine whether an employee is passionate about work and the workplace, which in turn can lead to above-average returns, high employee satisfaction, strong team dynamics, and synergy.