

# Values- allport-vernon

[Business](#), [Management](#)



Define Values. Critically evaluate “ Allport-Vernon" classification of values. How values affect the business processes. Values represent 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" (Rokeach, 1973). When the values are ranked in terms of their intensity, i. e., when the value are prioritized in terms of their intensity, it is called value system. Types of values include ethical/moral values, doctrinal/ideological (political, religious) values, social values, and aesthetic values. Values have both content and intensity attributes. The content attribute signifies that a mode of conduct or end-state of existence is important. The intensity attribute specifies how important it is. Ranking an individual's values in terms of their intensity equals that person's value system. Values build the foundation for the understanding of attitudes and motivation of an individual, since; value has a great impact on perceptions. Values shape relationships, behaviors, and choices. The more positive our values, more positive are people's actions. A significant portion of the values an individual holds is established in the early years—from parents, teachers, friends, and others. Allport-Vernon classification of values: 1. Theoretical: Interest in the discovery of truth through reasoning and systematic thinking. 2. Economic: Interest in usefulness and practicality, including the accumulation of wealth. 3. Aesthetic: Interest in beauty, form and artistic harmony. 4. Social: Interest in people and human relationships. 5. Political: Interest in gaining power and influencing other people. 6. Religious: Interest in unity and understanding the cosmos as a whole. Work behavior across cultures and businesses In every culture, there are different sets of attitudes

and values which affect behavior. Similarly, every individual has a set of attitudes and beliefs — filters through which he/she views management situations within organizational context. Managerial beliefs, attitudes and values can affect organizations positively or negatively. Managers portray trust and respect in their employees in different ways in different cultures. This is a function of their own cultural backgrounds. For example, managers from specific cultures tend to focus only on the behavior that takes place at work, in contrast to managers from diffused cultures who focus on wider range of behavior including employees' private and