

# The biological approach

Business



Biological theories of personality emphasize on the fact that how personality can be judged and evaluated strictly from the physiological point of view.

The impact of various parts of the brain working in conjunction impact individual personalities in various ways and this has been proved through different studies and research. However, the impact of other associating factors can't be ruled out altogether just the way biological theories are considered so important and impactful upon personality.

Experiences gained from situations and environmental influences in the form of cultural influences are factors that can't be ruled out and hence considered to play important roles in shaping personality. A major role is played by shared beliefs in the form of culture to which a person is exposed to along with individual experiences. However, biological influence seemed more significant as according to studies with identical and fraternal twins and identical twins separated and exposed to different environments. Therefore, it will be wrong to say that there will be less attention given to experience and culture but rather it can be put in this way that more research should be done into finding out how all the factors together shape an individual's personality. Sigmund Freud's approach to personality theories had been biological where sex and aggression are given most importance and considered to be the base for all our motives and drives. Biological theories may be considered as a reaction to Freud in the sense that these theories closely study anatomy of the brain and its various structures which are responsible for shaping personality.

The fact that personality has its seeds from the moment a baby is conceived through inherited genes and formation of brain and its structures is

something that has to be given due importance and attention to throw light into our deeper understanding of personality as a whole.