



Technical Project Report

Workshops on Organizational Behaviour

Ethics and Communication (Output 1.4)

"Community forest management: a sustainable alternative for the Maués State Forest, Amazonas State"

PD 454/07 Rev.3 (F)

**INTERNATIONAL TROPICAL TIMBER
ORGANIZATION (ITTO)**

GOVERNMENT OF BRAZIL

**RESEARCH INSTITUTE AND AMAZONIAN
DEVELOPMENT (IPDA)**

Starting date: june 2012

Duration: 36 months

Total ITTO: \$513,527.00

Total IPDA: \$ 136,805.00

Grand Total: \$ 650,322.00

Manaus, AM

2014



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Project's permanent personnel, financed - ITTO.

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SUMMARY

This product aims to demonstrate the relationship of ethics in organizational behavior associations and residents of the State Forest Maués so that the objectives presented are attained through the use of practices that can generate personal benefits such as income and satisfaction of needs. Moral benefits to enable the group to recognize their community through practices and the consolidation of the product on the market. As organizations modernize, in search of new technologies, skilled and effective methods to improve your company, interests and goals increases accordingly. The current global market requires more than just good products, it requires good service to customers, employees and suppliers; care for the environment and the local community and even in the face of fierce competition, companies and unions need to present an ethical stance towards society. It also aims to relate that the governing principles of cooperatives are grounded in moral principles that enable the cooperative condition for organizational behavior development of on concrete pillars of ethics. The main objective is to improve the relationship of the group business development and prepare them for better organization of the forest sector



1. INTRODUCTION

The understanding of individual behavior and work situation in groups is the field of study of Organizational Behavior. In particular investigates issues relating to leadership and power structures and group processes, learning, perception, attitude, change processes, conflict and design work, and other issues affecting individuals and teams in organizations. The organizational behavior involves numerous foundations, such as values, conduct and also the individual's attitudes. For Robbins (2002, p. 66) "Attitudes are evaluative statements or judgments concerning objects, people or events" According to Marchiori (1995), executives who want to get organizational success should direct their attention to the needs of the internal public first, because its the public's responsibility to support of the organization as it is through the performance of its function that the organization achieves its objectives and goals. Cooperatives have a business model that requires the group cohesion and consensus in decision-making and how to manage people and develop products, and those to be sold can transfer more than products to end consumers and that has already generated financial benefits to stakeholders and provided satisfaction to have contributed to the creation of the product for sale. Internal communication is a fundamental tool for organizations when it comes to obtaining excellent results as: increased productivity and financial gain. But when there are gaps or barriers in internal communication, it generates various disorders that can lead the organization into disrepute, or even to failure. Communication when poorly made or done unsatisfactorily generates noise, insecurity, lack of motivation and lack of commitment of interns. The customers this product aims to improve the relationship of the business group development.

2. A APPLIED METHODOLOGY

the output realized was based on literature in cooperative, ethics and organizational behavior, and on the theoretical research method as references, seeking to contextualize the relationship between ethics and organizational behavior as fostering the development of associations and cooperatives in the market. audio-visuals presentation was used and

the topics discussed, and questions and doubts of participants were clarified. The field of organizational behavior, armed with studies and surveys, gives these managers not only a set of effective tools for achieving results in organizations, but also for development and job satisfaction for people.

3. SUBMISSION OF DATA

Researches were conducted on the current state of relations between the communities to provide increased value to individual self-esteem, personality, and emotions among individuals. Working groups for practical application and classroom were organized for direct interaction between communities about the existing communication, behavior and ethical values. A presentation was made about the principles of ethics and the concept of conflict, which focus on conflicts and how to solve them. Theories have been presented about the importance of communication and transparency.

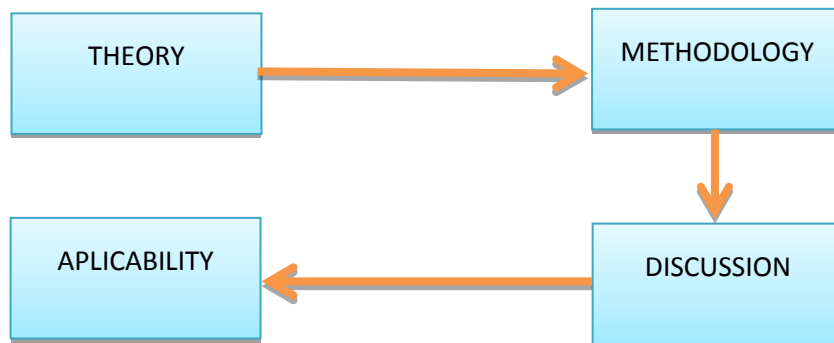


Figure 1 - Simplified diagram of presentation of data

4. ANALYSIS AND INTERPRETATION OF DATA AND RESULTS

The organizational behavior refers to actions and attitudes of people in organizations. It seeks to explain the causes of certain behavior performed. Their focus is on predicting future events trying to imagine its behavior at a given potential scenario, enabling the anticipation of difficulties and control the behavior of organizations and associations.



Identify the key ethical values appreciated by the market presenting ethics as a differential targeting unethical behavior in the workplace. Communication between communities provides the exchange of knowledge, dissemination of information, strategic objectives and aspects of organizational culture, creating a single language understandable to all levels and encouraging debate in an environment in which employees are free to discuss issues relevant in a truly integrated way.

5. CONCLUSION

This product was important for the residents of the Maués State Forest to manage their way business conscience and that good communication with their subordinates can make all the difference making them feel that they are respected, valued and motivated. The Ethics as a whole contributed to the application of moral values and principles that guides human conduct in society and contributes to these Communities to have moral values in order to assess their attitudes, solve problems concretely and seeking to use communication accurately in an organized sector among honest people of good character.

6. RECOMMENDATIONS

Include the participation of more professionals due to importance of multidisciplinary issue approached to give more emphasis to the results obtained.

7. IMPLICATIONS FOR PRACTICE

The organizational behavior knowledge, ethics and communication is to contribute to the development of consciousness about everyday decision making encouraging the organization of the forestry sector and establishing simple and direct language of communication, seeking the good relationship between the people who are part of the

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administrative processes of the organization. The impact of this is productive organizations, improvement in administrative and production processes, better relationships among workers, and opportunity for new ideas with the participation of all.

ATTACHMENT (S)

All data collected or established by the project that do not appear in the text main report should be organized properly in tables, graphs and diagram was included in (a) attachment (s).

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