

NEO-CLASSICAL THEORY.

HUMAN RELATION THEORY. :

- ELTON MAYO.

The over simplistic views bout the human motivation, & OE, proposed by the classical thinkers started getting challenged from late 1920s onwards as being coercive, mechanical & demotivating. Futuristic thinker like MP Follett spoke about more humane and democratic view pt for running the org but her ideas dint find much support until the time **ELTON MAYO** crystallised the same ideas in 1930s and 1940s.

E. MAYO was from Harvard Univ who conducted detailed experiments at the Hawthorne plant near Chicago, US of a large org, Western Electric Co.

Based on Hawthorne experiments, he proposed 1st neo-classical theory of admn. orgs, naming it as the **HUMAN RELATIONS THEORY** of org., diametrically different from classical propositions.

Hawthorne expts. were conducted b/n 1924-32 & the conduct findings were published b/n 1933-45 in the form of 4 books, out of which 2 were authored by Mayo himself titled —

- (1) Human problems of industrial civilisation, 1933.
- (2) Social problems of industrial civilisation, 1945