Ideal type of behavioral models in management researches; a theory building approach

*Ali Abdollahi Neisiani**
Assistant professor in Department of Management, Research Institute of Hawzah and University, Qom, Iran.
**Corresponding Author*

Ali Rezaeian
Professor in department of public administration, faculty of Accounting and Management, Shahid Beheshti University, Tehran, Iran.

ABSTRACT

Organizational behavior management (OBM) is considered one of the "Unsuccessful Sciences". This is because of less attention to the scientific structure on theory building as a methodological necessity. As the same way, this issue is rooted in the complexity of explaining human's behavior, and it has caused "deficiency of complete theories" in OBM. Usually it is considered that the only way OBM can overcome this challenge is by developing new Complicated and flexible research methods –instrumental way-. But there is another Theoretical way that facilitates integrating concepts and improves researcher focus. This paper offers a prepared scientific structure of theory building in OBM named "ideal type for Descriptive Models of Human Behavior (DMHB)". This is not a substitute way, but a Complementary method that increases the efficiency and effectiveness of theory building in OBM by leading the researcher attention. Scientifically, DMHB are acceptable models which explain the causes of a certain human behavior and help to predict it. In this paper we explain definition and theoretical position of DMHB, and then present the scientific structure of DMHB (ideal type) as the main result. Our suggestion is using DMHB ideal type as a facilitating tool for more complete theories - instead of semi theories- and also reviewing previous theories.
Key words: Descriptive models, human behavior, Ideal type, Prescriptive models, Organizational Behavior Management, Theory building.

Introduction
Problem Statement: the necessity of DMHB ideal type

By looking comprehensively to the various present issues in Organizational Behavior Management (OBM), we understand that there are serious deficiencies and vacuums in the system of theorizing OBM. And this fact is caused by ignoring one of the requirements of theory building in behavioral issues of management science.

The first thing that comes to mind while encountering the issues of OBM is the "jungle of straggly concepts". Any discussion related to organizational behavior like: Various kinds of intelligence, moods,

Ideal type of behavioral models in management researches; a theory building approach

perceptions, the generation of X, biorhythm, organizational laziness, and organizational ethics are some instances of these numerous concepts which while dealing with OBM have so far been propounded; and they are still increasing. But yet in most of these concepts, a strong and significant relationship has not been defined, and the concepts have remained separately and this has made the OBM like islands of the unconnected concepts. For this reason, the most recent method of categorizing organizational behavior topics is to divide it into an individual, group, and organizational level.

While this method of categorizing is appropriate in terms of application, it does not have a coherence basis for theoretical researches.

Of course, this challenge doesn't mean that the efforts done to discover the relationship between these concepts have been ignored, but it is stressed on this fact that -despite the researches are endeavoring to establish a pairwise relationship between these concepts- the whole of these endeavors have not reached that level that we can establish "systems of concepts connected to each other" i.e. "theory". There are many "Semi-theories" not "theories" in OBM (Faqihi, 1997). If we analyze a "theory" we must observe "a system of strong and significant relationships among concepts" within it, but in these "semi-theories" there are no strong relationships. And as a result, Most known theories of OBM later were exposed to exceptions by contrary studies or evidences (Robbins, 1995, pp. 24-25) and this means that those "semi-theories" have not attained necessary requirements of " validity and reliability" for obtaining the title of "theory". Even in an effort by a group of the thinkers of OBM, they tried to recount some of the present strongest theories in the organizational behavior. In there, following each "theory" they explained the conditions and places where that theory does not function successfully and is exposed to exception (Locke, 2000).

For this reason the science of OBM is known as an "unsuccessful sciences" (Hersey & Blanchard, 1977, pp. 1-2). The origin of the difficulties for all unsuccessful sciences is common, and it is the problem of making model from human behavior. So far, various efforts and methods –in different scientific branches-have been offered to comprehend and anticipate the human behavior. The methods like the Theory of Markov Chains and or Kalman Filter or various models for the System Dynamics and etc. For instance based on the Hidden Markov Models it has been tried to make models of some Micro-level behaviors like speaking, (Rabiner & Juang, 1986), handwriting, (Starner, Makhoul, Schwartz & Chou, 1994, pp. 125-128), the position of exposing your hands (Pentland, 1996;Yang & Chen, 1997) and even the mode of signatures (Starner & Pentland, 1995). But as a result, the obtained models were not sufficiently accurate and correct to anticipate and assimilate the human behavior (Pentland & Liu, 1999).

This inability in explaining and cognition of the human behavior has so far been interpreted as the biggest scientific failure of man (Hersey & Blanchard, 1977, p. 1). The more sciences aim to change the knowledge of human (like natural sciences and mathematics) the easier task they will have and have been more successful and on the contrary, the more those sciences aim to change man's behavior (in behavioral sciences) the harder task they will have and of course they are less successful (Hersey & Blanchard, 1977, p. 2). As the same way, this problem is more and more challenging for OBM among various sciences. Because OBM (according to its nature) deals directly with "anticipating human behavior and controlling his behavior" (Olguín, Gloor & Pentland, 2009).

"Anticipating human behavior" requires "descriptive models of human behavior", and "controlling human behavior" requires "prescriptive models of human behavior" in OBM. Moreover, descriptive models of human behavior (DMHB) have an essential role in the cycle of theory building (Carlile and Christensen, 2005). In any way, DMHB are necessary for developing "prescriptive models of human behavior". When a researcher is studying prescriptive models of human behavior, he deliberately or unknowingly places a DMHB on his intellectual basis.

According to the above, it can be concluded that OBM –like other unsuccessful sciences- critically needs to focus on DMHB and develop enough requirements for its theory building. But what is actually seen is that the theoreticians of OBM deal with borrowing behavioral models which have been produced in other related sciences, instead of developing DMHB. That is why it is observed that OBM issues are originally rooted in different sciences like psychology, sociology, social psychology, anthropology and political sciences (Robbins & Tim, 2009, p. 13). Such an approach to "borrowing the models from other sciences" leads to a deficiency in the development of the science; and even regrettable results (Shoemaker, Tankard

& Lasorsa, 2004, pp. 120-121). This is despite the fact that OBM is the most relevant science field to descriptive behavior models, and instead of being merely the importer of DMHB, it must develope appropriate DMHB.

It is true that research and theory building about the DMHB is difficult (Robbins, 1995, pp 23-29), But it must be determined that "considering the importance of DMHB and its effect on successful OBM, is it still justified to ignore them?"

In a conclusion can be stated that OBM needs a proportional structure (i.e. ideal type of DMHB) to integrate its various behavioral concepts, direct researcher studies and facilitate developing complete behavioral theories. This paper aims to explain DMHB and its importance in theory building of OBM, and also present the ideal type of DMHB as a base for other researches.

Literature Review: Elements and process of theory building in management
Models in management

To have a better understanding of the concept of model, the concept of theory should be more elucidated. A theory deals with systematic explaining of the relationship between phenomena (Newman, 2006). In other words a theory shows a system of relationships between phenomena, concepts, and constructions which in that theory it is explained how the concepts, features, and constructions are related with each other and influence on one another. Theories are going to anticipate the behaviors of things and control them and this is their chief aim (Shoemaker, 2004, p. 18).

Models are the main part of theories and this relationship is so that people know these two equivalents and sometimes they use them interchangeably (Kaplan, 1964, p. 264; Severin & Tankard, 1997, p. 45). It's because that theories utilize the models to explain the system they are going to explain between phenomena (Baran & Davis, 1995, p. 251). In other words the models are the output and final product of theory building process. Carlile and Christensen (2005) surveying the process of theory building in management, presented the hierarchy of theory building which at its end the models are created (as the Figure 1).

igure1: The Process of Theory Building
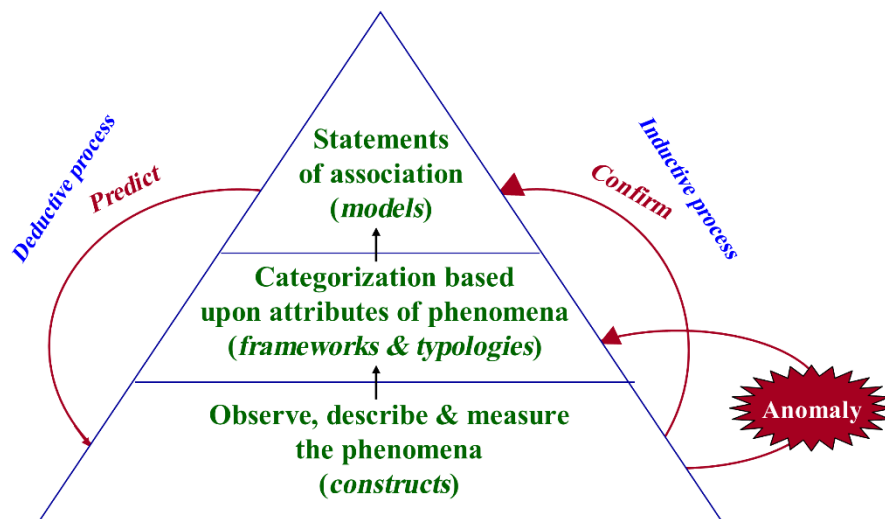
In Figure 1, the theory building system has been shown dynamically. It is explained how the parts of theory building transform from the constructs to the frameworks and finally turn into the models. And similarly -in Figure 1- it is cleared how the models in a continual process of round-trip (deduction and induction) are challenged and evaluated and evolve:

1. Observation, description of phenomena and creation of constructs. In the first step, the researchers observe the phenomena and carefully deal with describing and measuring their observations. It is important that their observation, measurement and recording the phenomena and also explaining them be done carefully, in the form of words or numbers. Because if they can't create a common and collective agreement between themselves and other researchers on their explanations, creating that theory and its evolving will encounter problems. In the Figure 1 this stage of research has been put as the base of theory building pyramid. Because, it provides a kind of theoretical base. In this stage the researchers form a kind of abstract templates (named Construct) on the basis of various aspects of phenomenon. The constructs help to comprehend and visualize the phenomenon and how it works. For instance, the concepts like "utility" and or "exchange cost" are the constructs which the economists use in their discussions.

2. Classification of the phenomena and creating the types: after a phenomenon is identified, observed and elucidated, the researchers in the second step classify those phenomena in categories. Every one of phenomena has attributes. These phenomena are classified according to their attributes. For example, in strategy "passive corporations" versus "active corporations" and "public organizations"versus"private organizations are a kind of classification. In the field of management they usually consider such classifications by the name of (Framework) or (Typology).

3. Creating models through definition of relationships: in the third step, the researchers study the differences in attributes which relate to a special class and the consequences which observe. For instance, if the theory building is in the form of descriptive, the researchers transvalue the differences in the attributes and the rate of incidence in these attributes and the severity of their relationship with the consequences. The system obtained from the relationship of this stage is usually named "model" (Danaie fard, 2009, pp. 165-192).

Descriptive models in management

So far the place and importance of "models", in the system of theory building has been clear. But if we divide the types of the theories into descriptive and prescriptive, the key role of models will be clearer.

Descriptive theories seek to explain the relationships between the phenomena. And the prescriptive theories, using the cognition and knowledge which have attained in descriptive theories, seek to present some course of actions to solve the problem and remove a special vacuum. Descriptive theories take advantage of descriptive models and prescriptive theories take advantage of prescriptive models. Descriptive theories -by themselves using descriptive models- are the origin of forming prescriptive models in the prescriptive theories (Carlile & Christensen, 2005). It should be mentioned that when we discuss a theory (whether descriptive theories or prescriptive ones) we don't necessarily have to assume that presentation of information or a table or a diagram about some phenomena equal the theory. In theories an "explanation" should be accomplished; and there are important differences between "explanation versus description". In other words, a theory should present a causal system 0f relationship between phenomena. And should explain the conditions which these phenomena have such causal relationships without ambiguity. Whatever the power of explaining the causal relationships lessens -and for example it suffices to a general description or correlation- it distances from theory and approaches a semi-theory (Faqihi, 1997).

Basically, codifying theories and descriptive models in management field is a hard job. And codifying theories and behavioral descriptive models of humans is harder. For this reason Carlile explains that the presented descriptive models in management field are usually full of contradictions and ambiguities (Carlile & Christensen, 2005). In other words, in fact, most present descriptive theories and descriptive models are semi-theory which have, more or less, some of the aspects of theories and not a theory with complete features (Hanneman, 1988, p. 16). It's true that prescriptive models are formed on descriptive models, but researchers -due to the theoretical failure of descriptive models– in a deductive and inductive process restudy his prescriptive model to assure its validity and reliability. Accordingly, the usual way of transition from descriptive theory (descriptive model) to prescriptive theory (prescriptive

model) is shown in figure 2 (Carlile & Christensen, 2005).

Figure 2: The Transition from Descriptive Theory to Prescriptive Theory
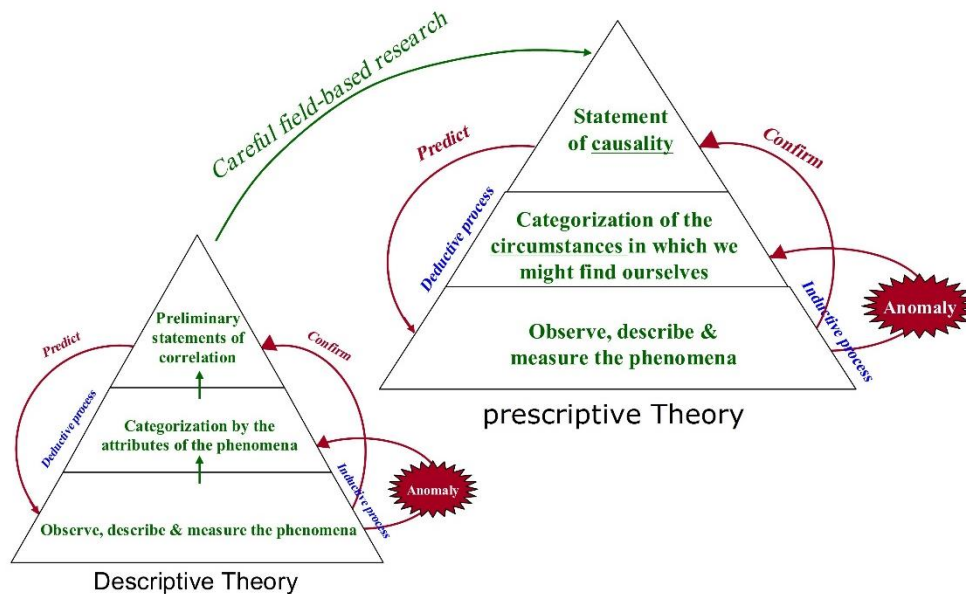
It should be noted that if in Figure 2 the descriptive model was presenting causal relationships (rather than to solidify relationships) then the first and second layers of the prescriptive theory (the left pyramid) were deleted because the existence these two layers were no longer necessary.

Discussion: The place of "DMHB" in "OBM"

Here we deal especially with the "Descriptive models of human behavior (DMHB)" and their place in theory building system of Organizational Behavior Management (OBM). So far, the concept of model, descriptive model, prescriptive model, their position in the cycle of theory building in management has been explained. More specifically, the organizational behavior requirements of management are considered, and the position and concept of descriptive models of human behavior for this scientific branch are examined.

 It was mentioned that the essential part of theories are models. Theories seek to explain a system of relationships between phenomena and they express this system by their models. This system of theory building was drawn from studies in various issues of management (Carlile & Christensen, 2005). Accordingly, in a total view OBM –as a branch of management- has the same system of theory building is also in the same procedure. This is correct in the general, but given the specific requirements of this scientific expertise, the details of the theorizing components can be defined more precisely.

OBM is seeking after "cognition", "prediction" and "control" of "Human Behavior". To be able to "predict" and "control" the human behavior, the science of OBM needs to utilize the "descriptive" and "prescriptive" theories. And similarly, "descriptive theories" and "prescriptive theories" enjoy the "descriptive models of human behavior" and "prescriptive models of human behavior".

We also explained that models are the end product of theories and display a system which the theories claim about phenomena. For this reason, in OBM, they don't actually make difference between the behavioral theories and behavioral models, and use their titles interchangeably (Robbins, 1995, p. 47).

The field of OBM suffers from a big scientific vacuum in the course of developing its theories and that is lacking a comprehensive and sufficient compilation of DMHB. Because the cycle of theory building in

the Humanities involves three stages so that the realization of any stage without previous one is accompanied by a hardship and deficiency. In the first stage, the required scientific concepts will be evaluated and introduced with a scientific language. In other words, in the first stage we have a collection of concepts whose boundaries and limits have been defined and are put to use by that science. In the second stage numerous descriptive models are presented on the basis of the concepts presented in first stage and in the third stage, (based on descriptive models in the previous stage) deals with presenting the Normative models which have a prescriptive nature (Figure 3).

Figure 3: **The stages of theory building in OBM**
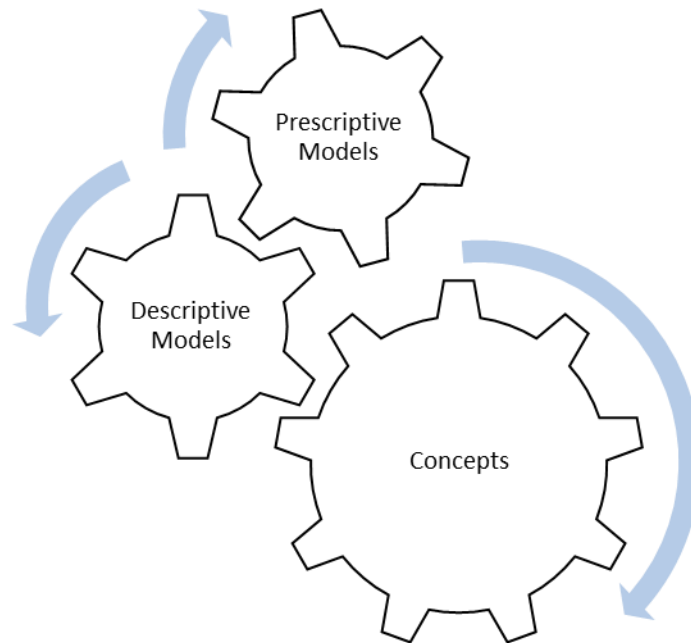
In the cycle of theory building for OBM, the second stage -i.e. descriptive models of human behaviors- it has not been sufficiently developed; and regarding Figure 3 it is clear that this issue has created deficiencies. The aspects of this issue in OBM can be explained clearly by basic questions.

It is possible to study sciences -including OBM- based on the questions that they are dealing with. The nature of these questions and their position in relation to each other helps us to understand the science orientations and the way the theories of that science go. Similarly, OBM is also responsive to its own questions; and seeks to understand and control human behavior in the context of the organization. Therefore three basic questions of OBM are:

1. Why do humans behave?

In reply to this question, the theories investigate why and for what reasons are humans motivated and behave. In this question the conditions and factors which cause humans to behave are identified. OBM in response to this question, has provided answers like: the issues of motivation (why is human motivated towards a behavior?), perception, attitude, value, intelligence, personality, feeling, learning, group impacts. These are the fundamental factors which influence human to behave. This question corresponds with the first stage in the cycle of theory building in the science of organizational behavior (figure 3). I mean answering this question completes the first stage in the cycle of theory building (first level in figure 3 or concepts and constructs in Figures 1) in OBM.

2.

3. How do humans behave?

This question is related to the second stage from the stages of the cycle of theory building in OBM, and that's about Descriptive models of Human Behavior (DMHB). In reply to this question, the theories of OBM consider the fact that humans -in addition to behavioral stimuli- have also a series of behavioral models and structures. Therefore, the second question in another statement is that: humans when behaving, which structure, approaches or models do they follow?

It should be noted that the first and second questions both seek to understand human behavior and are descriptive. Meanwhile, in respect to the stages of theory building, the first question has priority over the second question. I mean in order to explain how humans behave (in the second stage), the factors that explain why humans behave so (first stage) should be defined. For example, the theory of Bounded Rationality is a descriptive model which states how humans decide.

Herbert Simon when explaining this theory-by analyzing motivation, human mental capacities and limiting condition of human environment- concludes that humans behave in their decisions based on the structure expressed in the model of Bounded rationality (Like humans, instead of maximizing their utility, are satisfied with relative satisfaction).

4. How are humans incited (or forced) to do a special behavior?

This question seeks the Prescriptive models (the third stage of OBM theory building) and seeks after controlling and managing human behavior. Also this question utilizes the established answers in previous questions. For example, different leadership styles or the theories about developing organizational commitment have been created in response to this question.

Based on the points made so far, it can be concluded that these three questions are in the form of three-layer onion that are theoretically substructure for each other (Figure 4). In the first stage, it is based on behavioral basic concepts, and in the second stage, we will have DMHB, and in the third stage, we will encounter behavioral management styles, each of which is the next infrastructure. With a move from inside of the bulb towards external layers, the themes shift from descriptive mode towards prescriptive and their scientific identity from psychology and anthropology towards OBM.

Figure 4: The stages and layers of theory building in the science of organizational behavior
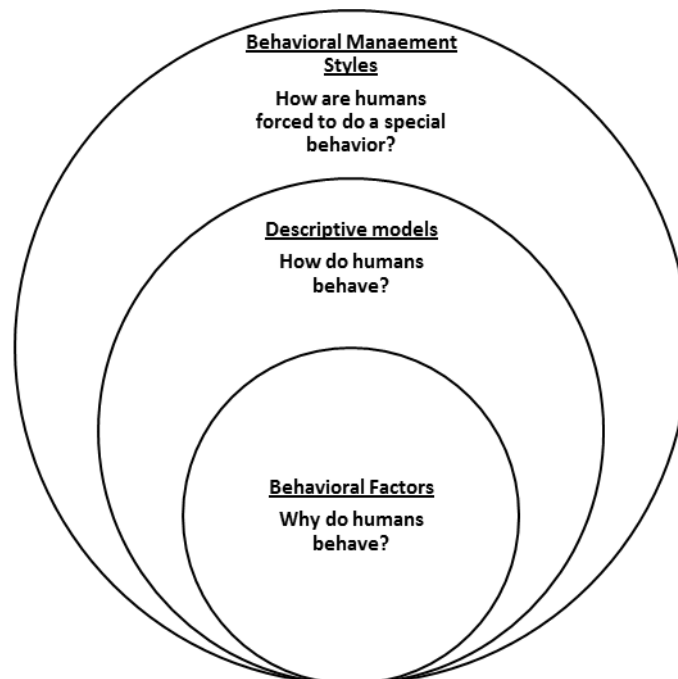
But what is seen in the course of the discourses and analyses of organizational behavior management is to pay an unbalanced attention to the stages of theory building. The first stage (i.e. the question of why

humans behave) is well regarded from psychological point of view. But it seems without attention to the middle stage, i.e. understanding descriptive models of human behavior; a mutation towards the third stage of theory building is achieved. The large number of topics and theories that address questions related to the first and third stages proves this claim. This is while the second stage - in the system presented in Figure 4 - has its own unique and beneficial role. For this reason, this small number of theories related to the second stage-that is, models that express human-behavioral approaches- have created a major gap in OBM, so that any theory that relates to this stage is stage is welcomed more enthusiastically. For example, presenting the model of bounded rationality by Simon was considered as a development in the science of Economics and Management and was honored to receive the Nobel Prize in Economics. Other Nobel Prizes awarded by behavioral economists in recent years have also highlighted this issue. In other sciences, too, in addition to OBM, like economic and fiscal analyses they need the cognition of human behavioral models and in spite of the fact that few of these models are still explained they use them as far as possible.

The field of organizational behavior should compensate the theoretical vacuum present in this stage. Of course, regarding some considerations, lack of interest from this field in this stage is to some extent justifiable. Because as we mentioned before, in order for theoretical explanation of DMHB we should have a comprehensive and proper understanding of the first stage factors (why humans behave so). Similarly, we should be aware of the relationships and mutual effects of these factors on each other so that we can, from the combination of these factors, and try them by science methods (experimental, field or simulation). this comprehensive cognition from human is hard and needs a long struggle. For example, regarding the fact that all the factors merely don't return to human psychological and the environmental conditions also severely influence on human behavior, this comprehensive cognition of human behavior is realized with much difficulty.

Ideal type of DMHB

Here we can deal with the scientific concept of DMHB which lie on the sub-branch of OBM. We explained that in OBM we seek after understanding, control and anticipation of human behavior. Actually to realize each of the above targets there have been designed some tools in the theory building and scientific research which are suitable for the pyramid of theory building which we previously explained for the cycle of theory building (see figure 5).

Figure 5: Hierarchy of theory Building & OBM Goal In order to obtain the scientific structure of behavioral models, it should be noted that behavioral models must represent a causal relationship between
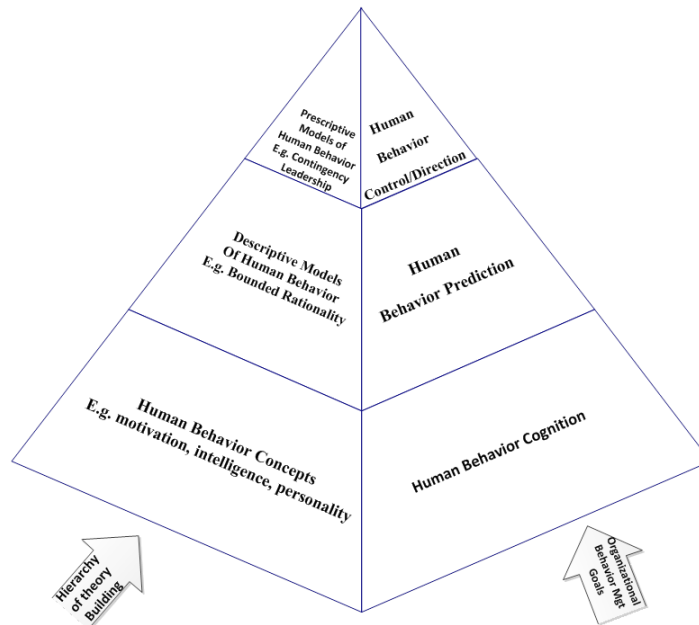
two behavioral phenomena. Since the concept of "explanation" in modeling and theorizing implies the causal relationship between concepts. That is, if we define two phenomena x and y as variables, then a behavioral model must state that x as the cause causes y as an effect; which can be represented as the following diagram (figure 6):

Figure 6: causal relations in DMHB

$$X \longrightarrow Y$$

In fact, in Figure 6, the variable x is the "environmental conditions or internal states of humans," which leads to the behavior of y in humans. In this way, and more specifically, the ideal linguistic structure of the "descriptive model of human behavior" according to its descriptive nature and its predictive purpose, is as follows:

"Humans Usually Because of environmental situations or internal states of X are Behave as Y".

This expression includes the scientific definition of "Descriptive Models of Human Behavior". Also this expression is the base of scientific structure or ideal type of DMHB. Some examples of DMHB ideal type are presented in table 1. Namely every scientific research stating a claim in the form of the structure of this definition, is a Descriptive Model of Human Behavior. In this statement, the word "**Usually**" indicates the "pervasiveness of behavior model among humans" but emphasizes on its being "exceptionable". Hence, every theory or model which can claim in present scientific literature overtly or indirectly in conformity with above scientific structure, has presented a descriptive model of human behavior. By putting the above presented scientific structure as a standard, it becomes clear that in Management science, despite the emergence of numerous theories (and it has been likened to a jungle of theories) there are very few of the descriptive behavior models.

DMHB as the alphabet of Management: developing the model A-B-C

The model A-B-C is called the alphabet of management (Rezaeian, 2006, p. 84). This model is known as the principal model of Behavior Modification in OBM. And despite its being simple it has been admired for being effective and excellent (Rezaeian, 2006, p. 83). This is because A-B-C model in its inside is containing the structure (ideal type) of "DMHB". Similarly, because of the crucial and effective role of DMHB, that researchers confronting model A-B-C have found it very useful and conducive. And of course this point is indicating the scientific interest to DMHB, that whenever an idea close to the nature of DMHB it appears very valuable.

The A-B-C model states that under the influence of a set of external conditions or internal states-as the primary stimulus-the type of human behavior is determined. And of course, any kind of behavior causes the consequences in the environment, and again the behavior is affected by previous precedents, or it turns off. Therefore, the A-B-C model is conditional and has an "if-then" structure (Luthans & keritner, 1985). This model states that if a person is placed in a particular situation A, then he will probably have behavior of B, and if the behavior of B occurs, then the result will be C. Such an explanation of human behavior in its essence is in accordance with ideal type of DMHB. Because the structure of the A-B-C model also says that Antecedents creates specific behavior, which is in line with the ideal type structure. Essentially, the A-B-C model itself derives from one of the DMHB (i.e. operant conditioning model) which finally has been developed as a model (Rezaeian, 2006, p 89). It should be noted that since the model of A-B-C has been drawn from definite operant conditioning and is going to explain this definite model, then it is not seeking after explaining other behavioral models. In addition to operant conditioning model, theoreticians tried to present other descriptive behavior models (like classical conditioning model and social learning model) and annex to A-B-C model. S-O-B-C is an example for these efforts to generalize A-B-C

model (Rezaeian, 2006, p 84). In a system view and based on idea of DMHB we can develop A-B-C model to the general construct of DMHB (as figure 7 shows).

Figure 7: Developing A-B-C Model to DMHB
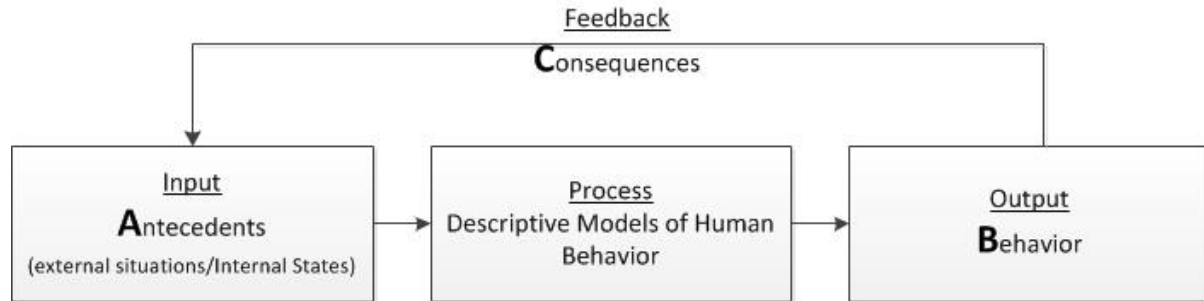
As it is expected, the model of A-B-C reflects the mentioned features concerning Descriptive Models of Human Behaviour well. The model of A-B-C stresses on "how humans behave" and tries to "explain" it as "descriptive behavior model". That is why in researches, the primary function of the A-B-C model is "to anticipate human behavior". Also A-B-C model became "the basis and origin of codifying numerous prescriptive models" like: the model of Luthans and keritner for improving working function of office workers (Rezaeian, 2006, p. 87), organizational developement (Luthans & keritner, 1985), Contingency behavioral management style (Rezaeian, 2006, p. 83), and Situational Leadership (Hersey & Blanchard, 1977, p. 159). And for this reason A-B-C has been considered having the most important effect "in forming the theory of model building" (Rezaeian, 2006, p. 87).

Of course certain theoretical grounds of forming the model A-B-C caused its growth to be limited. This "alphabet of management" was propounded as a "special model". While the model of A-B-C in fact could express not a special model but have a more comprehensive attitude which is the very more general concept of DMHB (figure 7).

Instances of Descriptive Models of Human Behaviour

Here are some examples of DMHB from different management theories. Identifying these behavioral models has been based on the ideal type structure (table 1).

Table 1: Samples of theoris in ideal type structure of DMHB

name of model	Ideal Type Structure			prescriptive theory or techniques drawn from this model	refences
	Humans	Usually Because of situations … (e.g. environmental situations or internal states)	behave as …		
bounded rationality model (Simon)	Humans…	Influenced by :bounding situations of environmental situations or their states (including: limited information they have, the cognitive limitations of their	in their behavior of decision-making are usually: looking for good enough not looking for optimum options (satisfactory	administrative Man	(Simon, 1957, p. chapter 10)

		minds, complexity of environment, the finite amount of time they have)…	solution rather than the optimal one)		
Prospect theory of Kahneman & Tversky	Humans…	**Framing effect–Loss Aversion**:one unit of"Losses hurt" effects more than one unit of "gains feel good" **Regret Aversion:** is a cognitively mediated emotion of pain and anger when agents observe that they took a bad decision in the past and could have taken one with better outcome. So agent tries to anticipate regret and take it into account in their decisions avoiding repetition of regret . **Reflection effect :** the humans based on loss or gain situations have different behaviors in their risk-taking. So Human depending on 1-When they feel that they are in loss situations and 2-When they feel that they are in Gain situations…	1-When they feel that they are in loss situations they are RISK SEEKING : They accept to have more risks avoiding more losses comparing with the same amount of gains. 2-When they feel that they are in Gain situations they are RISK AVERSE :They do not accept more risks.	Models related to finance, investment and stock market[1]	(Kahneman & Tversky, 1979; Barberis, 2001; Tversky & Kahneman, 1992; Tversky A. &., 1991)
Classical Conditioning Theory (Pavlov)	Humans…	If they sense there are some relations between some things and determined behavior Stimulus, Depending of their sense about the intensity of relation…	Unconsciously, react to things as the same reaction to the behavior stimulus.	Methods for behavior modification and behavior therapy (including numerous and various methods on conditioning and extinction of responsive, counter conditioning methods, aversive conditioning)	(Pavlov, 1927; Watson & Rayner, 1920; Watson J. B., 1913; Saif, 2009, pp 203-246)
Operant Conditioning theory	Humans…	If they feel there are some relations between their determined behavior and gaining their determined	Tend to repeat or increase their determined behavior.	The model for Organizational Behavior Modification, methods to increase	(Luthans & keritner, 1985; Luthans F. ,

[1]

		favorites (utilities), Depending of their sense about the intensity of relation…		favorite behaviors, methods to create new behaviors, methods to maintain favorite behaviors, methods to decrease and eliminate unfavorable behaviors	1973; Saif, 1379, pp 247-348))
Cognitive Model of Learning	Humans…	Through observing and analyzing the consequences of themselves and others behavior, develop a systematic cognition of behavioral consequences in their mind. Therefore, they can predict the consequences of themselves behaviors and based on these predictions…	They do the behaviors those have more favorite consequences (utilities) for them.	methods for thought stopping, coping and problem-solving, Self-Instructional methods	(Rezaeian, 2006, p 83; Saif, 1379, pp 191-200)
Social Learning Model (Bandura)	Humans…	Through observing the consequences of others behavior, compare themselves behavior with others. So analyze and predict the consequences if they imitate behavior observed in others and based on these observations…	They imitate the behaviors that have more access to their favorites (utilities).	Methods based on Bandura Learning Theory like the methods to create a behavior using the Principle of Acquisition, Disinhibition Principle, methods to eliminate a behavior using the Prinple of Facilitation, Inhibition Principle, Covert Modeling method, Undesirable behavior method	(Bandura, 1978, pp. 50-52; Saif, 2009, pp 351-362)

In the above table the known name of model or relevant theory has been mentioned. Similarly based on the scientific structure (ideal type) of DMHB, the models have been rewritten. It was claimed that the descriptive models are for codifying prescriptive models. For this reason, the samples of prescriptive models and methods derived from these descriptive models were brought in table 1.

With attention to the theory collections mentioned in the table 1, interesting evidences can be attained. Three of the theories mentioned above include: bounded rationality, classical conditioning and prospect theory were honored with the Nobel Prize in 1978, 1904 and 2002, respectively, due to their significant influence on science. As well as in recent years, Nobel prizes in behavioral economics have all been related

to DMHB. This shows that such descriptive models not only are needed and welcomed by management field but also are attractive for the scientists in other sciences.

Similarly, with respect to the above matters, this point is clear that these models are important in management. For example, the place of bounded Rationality model, in the topics of decision making and policy making and organizational behavior is clear. Similarly the Prospect theory, despite being new, is considered a turning point in the behavioral finance topics. Concerning the importance and attractivity of the Classical Conditioning Theory and the Operant Conditioning are also explained in the disourse of A-B-C model. Similarly these four aforementioned Learning theories are highly appreciated by the scientists especially the scientists of psychology. It is interesting that the science of "Behavior Modification" which is a collection of many methods of prescriptive theories for change, control and leading human behavior is totally based on these four theories (Saif, 2009, p. 163). The common factor of such effective theories in science, is their nature in DMHB. And Regarding the nature of the science of OBM and its aim, we can consider this field among the most important and relevant debates which answer this scientific necessity. We stated that at present, the quality of subsequent stages in the development of sciences -especially management- depends on the amount of success for the science of OBM in developing DMHB.

Conclusion: Why Descriptive Models of Human Behaviour are essential

During the discussion the necessity, importance and scientific place of the DMHB has been clear. As a result, some other uses and necessities of attention to the human descriptive behavior models have come clearly in the following:

A. The necessity for a methodical and systematic approach in the cycle of theory building in Behavioral Sciences: "Attention" to the cycle of theory building, results appropriate management in the course of theory building. For example, if the researchers of behavioral sciences pay attention to the system of theory building which was shown in the Figure 5, then it will be clear that in which one of the discourses there is a need for producing a new concept (construct layer) and or which one of the discourses has a vacuum in presenting descriptive models or prescriptive ones. In other words, a better understanding about challenges and scientific requirements is created. If all steps of theory building OBM step be completed, we have more quantity number of prescriptive theories (that aims controlling and managing human behavior) and also their scientific validity will improve. Because it was clear that descriptive models are the theoretical base of prescriptive models. Also, in the samples which were brought from the Learning Theories (table 1), it was observed that a great bulk of techniques and prescriptive theories are the products of these descriptive theories. Then, on the whole, a systematic and methodical approach in OBM leads to development of this science and improving the credit of scientific discourses.

B. The possibility of Problem-oriented scientific development appropriate for domestic and contingent needs: Descriptive Models of Human Behaviour deal with explaining how humans behave in various situations. One of the most important and effective situations on the behavior is cultural and civilizational structures which is especial for every nation. In other words, humans behave under the influence of their native cultural structure. Consequently offering a prescriptive theory without attention to its descriptive behavioral models -presented in every region- encounters it with challenge. Doing research in these Descriptive behavioral models and developing these domestic and contingent behavioral models, seriously increases the capability for developing Indigenous knowledge.

C. Empowerment of analyzing our Scientific Environment (observed behavior, documents, phrases, speeches etc…): as a test, we had some trainings with our students. Based on Descriptive Models of Human Behaviour Ideal type, they could analyze different papers and books and have more accurate scientific Assessment about their contents. Also they could recognize the defect aspects of a behavioral proposition. Descriptive Models of Human Behaviour make it easier to realize what is happening in our social environment.

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