

Preface

The workforce in the world is in constant change. This is a universal phenomenon that has been intriguing psychologists, sociologists, anthropologists, scholars, and practitioners. Whatever the field of such social scientists or consultants, one thing is clear: what society needs, right now, are people capable of dealing with an evolving human market. And, in order to do so, such managers need evidence, concrete and realistic evidence, in order to make appropriate decisions and to mentor guidance.

The objective of this book is to present and analyze the academic production that has not been widely explored in Brazil: the evidence-based management (EBM). In order to do so, we present different themes under different perspectives and points of view, many of which are complimentary, aiming to engender knowledge and challenge the reader toward new possibilities yet unexplored.

We understand EBM as an emergent movement, which suggests the explicit use of current scientific evidence in organizations. It is rooted in empiricism and in the movement of evidence-based medicine and has the purpose of using the scientific knowledge in professional practice, hence uniting the academia with the practical assessment. EBM has implications to management decisions, organizational strategies and systems, and several other practices where the best evidences are understood in terms of scientific norms. Like its counterparts in medicine and education, its objective involves considering the circumstances and ethical concerns that management decisions are involved in. In contrast to medicine in particular, however, contemporary managers and educators make limited use of the vast body of evidence available in the behavioral sciences that are relevant to effective management practice.

The book also comes as a response to a particular gap in the literature: that of presenting and discussing reality of organizations and management in Brazil and its scholars interested in the organizational field. To understand the workplace, we need firsthand encounters with experts and people who are actually involved and experienced with the object in matter, with close and routine interactions with whatever is intriguing us. We do so by a series of chapters written by experienced scholars with

the management and the organizational field in Brazil. But they have based their chapters in international literature. We hope you enjoy all of them.

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