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Organizational and work psychology in Latin America SMEs

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Abstract

A documentary review was carried out on the production and publication of research papers related to studying the variables *Organizational* and *work psychology* in *SMEs*. The bibliometric analysis proposed in this document was to know the main characteristics of the volume of publications registered in the Scopus database during 2016-2021, identifying 21 publications. The information provided by the said platform was organized through tables and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics were described, the position of different authors regarding the proposed topic was referenced through qualitative analysis. Among the main findings of this research, it is found that the United Kingdom, with four publications, was the country with the highest scientific production registered in the name of authors affiliated with institutions of that country. The area of knowledge that made the most significant contribution to the construction of bibliographic material referring to the study of organizational and work psychology in SMEs was business, with eight published documents, and the type of publication

that was most used during the period mentioned above was the journal article, which represents 71% of the total scientific production.

Keywords: organizational psychology, SMEs.

1. Introduction

Organizational psychology is the branch in charge of studying relationships in companies, implementing the best strategies for both the organization and the workers, analyzing the competencies needed to achieve business objectives and helping employees reach their personal and professional goals. Organizational psychology is essential in business management as it helps identify organizational problems and offer solutions. Small and medium-sized companies, being growing organizations with high potential but with many areas for improvement, usually do not have an excellent department to determine the strategies to maintain a good work environment while managing business growth and organizational communication; for this reason, organizational psychology should be a high priority factor in small and medium enterprises as it has the tools to identify how to align business objectives with the personal goals of employees thus achieving a greater range of growth and profits. This strategy goes from the selection process to the production of the employee since having good organizational psychology can determine the people who have the necessary skills to perform a position or activity, thus having cost reduction in recruitment processes ensuring having qualified people to perform a particular task, so it is very beneficial to grow companies such as SMEs as it allows them to have better results with less investment in human capital. SMEs in Latin America have gradually implemented these practices, thus strengthening their decision-making processes since they consider the business objectives, those of the employees and the action plans that will generate greater success, balancing economic growth and the work environment. Furthermore, organizational psychology helps to identify the competencies required for a job position and the tests that determine an employee's aptitude for these, thus guaranteeing a good margin of work on the part of the employees being a way to reduce the investment having a greater economic growth.

2. General Objective

To analyze from a bibliometric and bibliographic perspective, the production of research papers on the variable Organizational and work psychology in SMEs during the period 2016-2021.

3. Methodology

Quantitative analysis of the information provided by Scopus under a bibliometric approach on the scientific production related to the study of organizational and work psychology in SMEs is carried out. Also, from a qualitative perspective, examples of some research papers published in the study mentioned above are analyzed from a bibliographic approach to describe the position of different authors on the proposed topic.

The search is performed through the tool provided by Scopus and the parameters referenced in Figure 1 are established.

3.1 Methodological design

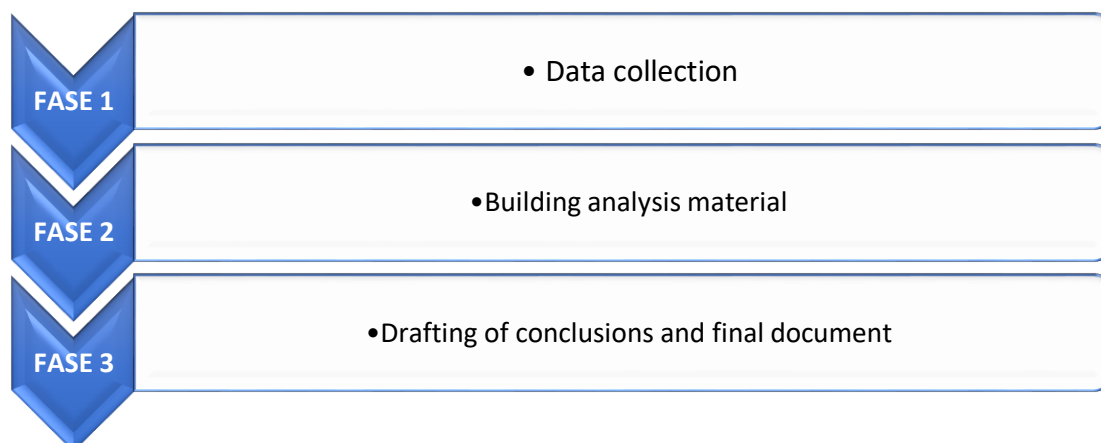


Figure 1. Methodological design

Source: Own elaboration

3.1.1 Phase 1: Data Collection

The data was collected from the Scopus web page search tool, through which 21 publications were identified. For this purpose, search filters were established consisting of:

- ✓ Published papers whose study variables are related to the study of organizational and work psychology in SMEs.
- ✓ No country distinction
- ✓ Without distinction of the area of knowledge.
- ✓ Without distinction of type of publication.

3.1.2 Phase 2: Construction of analysis material

The information identified in the previous phase is organized. The classification will be made through graphs, figures and tables based on data provided by Scopus.

- ✓ Word Co-occurrence.
- ✓ Year of publication
- ✓ Country of origin of the publication
- ✓ Knowledge area.
- ✓ Type of Publication

3.1.3 Phase 3: Drafting conclusions and final document

After the analysis carried out in the previous phase, the study drafted the conclusions and prepared the final document.

4. Results

4.1 Co-occurrence of words

Figure 2 shows the co-occurrence of keywords within the publications identified in the Scopus database.

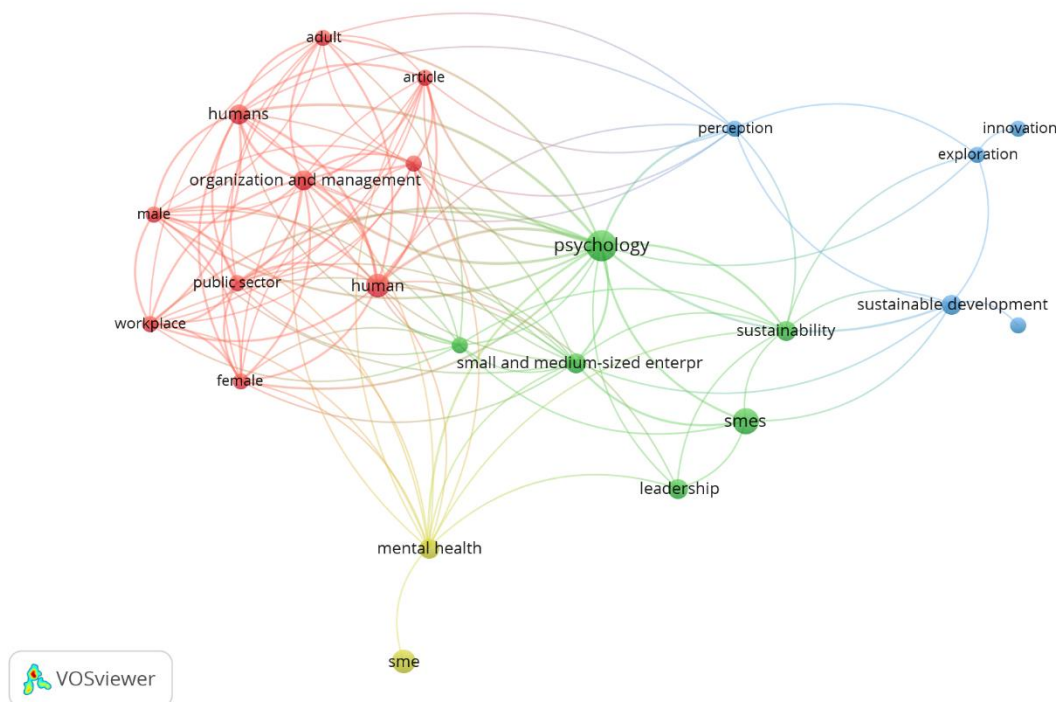


Figure 2. Word co-occurrence

Source: Own elaboration (2022); based on data provided by Scopus.

As shown in Figure 2, the most used keyword in research related to the variables under study is psychology, which is the area of knowledge from which organizational psychology is derived to study and identify the competencies necessary to perform a position, in addition to determining and seeking a balance between the economic growth of the company and the goals set for employees in their personal and professional lives. In second place are the micro, small and medium enterprises which are organizations that generate the majority of jobs in Latin America, so having sufficient human resources is of great importance; organizational psychology in these companies, although it is essential, is very little applied, so it seeks to promote its implementation to determine the action plans to take in a company so that it has a greater range of economic growth investing less time and money. Finally, there are keywords such as *sustainable development*, *innovation* and *leadership*, which are keywords that shed light on the main objectives of organizational psychology at present since it is aimed at making processes more sustainable, allowing the implementation of new action plans that generate benefits for both the company and its employees.

4.2 Distribution of scientific production by year of publication.

Figure 3 shows the scientific production distributed according to the year of publication, considering the period from 2017 to 2021.

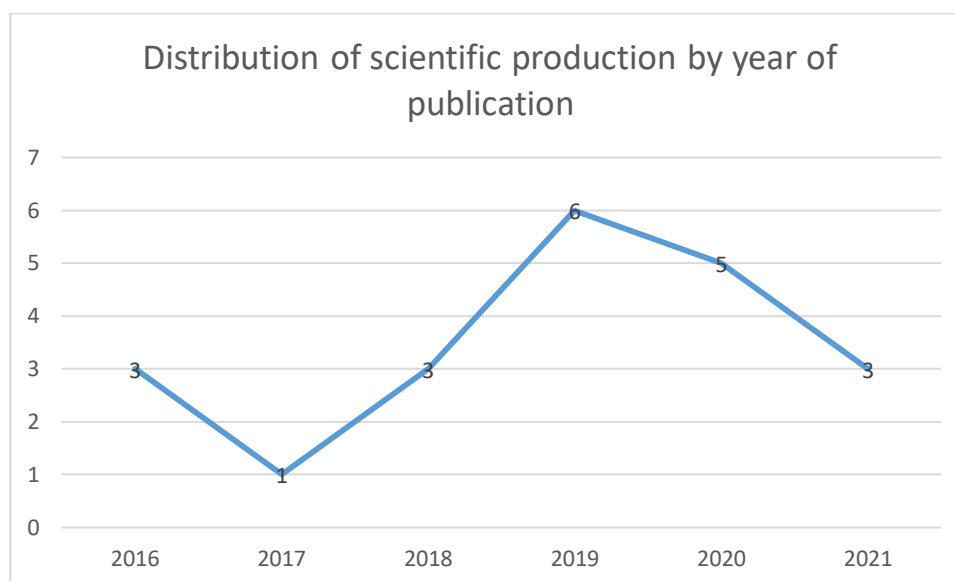


Figure 3. Distribution of scientific production by year of publication.

Source: Own elaboration (2022); based on data provided by Scopus.

2019 is the year with the highest number of publications related to the variables under study, presenting six papers entitled “Antecedents of psychological well-being in workers of small and medium enterprises” (Maziriri et al., 2019). This study aims to highlight the importance of psychological well-being in the performance of SMEs and individual employees. This work was carried out from quantitative analysis, using the survey methodology in which a structured questionnaire was administered to 250 employees of SMEs, where it was possible to identify and determine a strong, positive and significant relationship between empowering leadership and psychological well-being, thus. As a result, excessive greater promotion of organizational psychology, taking into account the business objectives and the needs of employees, ultimately impacts the business performance of SMEs. Therefore, emphasis is placed on the need to generate more research to promote its implementation in business management.

In second place is the year 2020 with five papers, among which is the title “An empirical study on the learning outcomes of e-learning measures in Taiwanese small and medium-sized enterprises (SMEs) based on the perspective of goal-oriented theory” (Li & Tsai 2020). This study takes into account the rise of e-learning, which is a process that needs adequate planning and objectives that can determine the quality of studies. This paper aims to determine the behavior of employees of Taiwanese small and medium-sized enterprises (SMEs) and their participation in e-learning based on enterprise resource planning (ERP). This research was conducted through a questionnaire to 405 employees of different SMEs who have had the experience of using an ERP-based e-learning platform. According to the structural equation model analysis results, employees’ main goal orientation and performance focus orientation (avoidance orientation) will exert an indirect positive (negative) influence on learning outcomes through learning satisfaction as a mediator.

4.3 Distribution of scientific production by country of origin.

Figure 4 shows the distribution of scientific production according to the nationality of the authors.

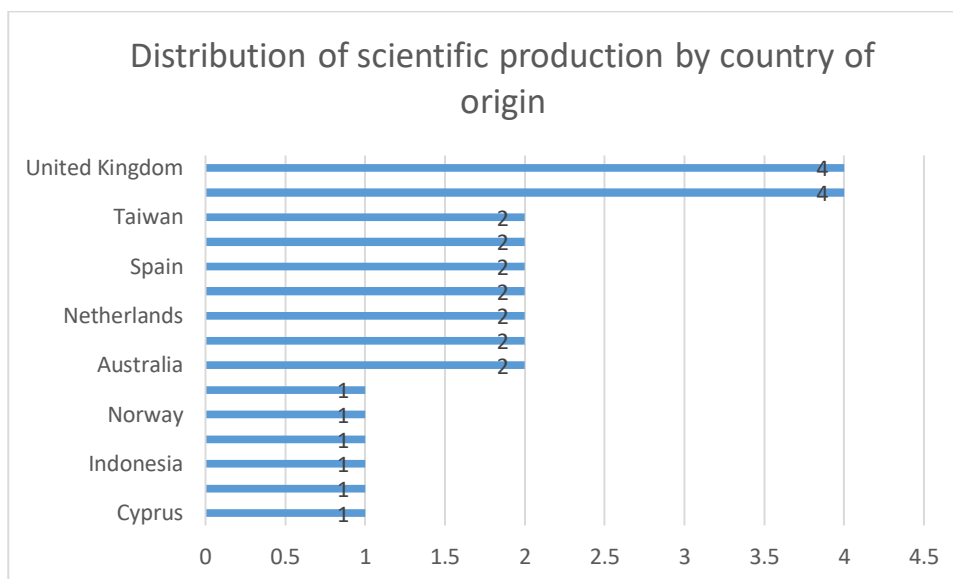


Figure 4. Distribution of scientific production by country of origin.

Source: Own elaboration (2022); based on data provided by Scopus.

United Kingdom is the country at the global level with the highest scientific production in the period 2016-2021, presenting four papers of which is the one with title “Subsidiarity as a secret of success: SMEs “hidden champion” and subsidiarity as a winning configuration of HRM in interdisciplinary case studies” (Mear & Werner, 2021). This paper aims to determine the relationship between HRM and innovation in small and medium-sized enterprises (SMEs) by conducting a conceptual analysis of the question of why Germany has the highest number of Hidden/Champion SMEs. This research was developed through a review of the literature and financial statistics of small and medium-sized enterprises in Germany, contributing to filling the gap related to the theoretical foundations of the link between human resource management and innovation, whereby the link between human resource management and innovation can be determined by identifying the role of subsidiarity. Furthermore, an interdisciplinary perspective was introduced with contributions from economics and psychology.

At this point, it should be noted that the production of scientific publications, when classified by country of origin, presents a special characteristic: collaboration between authors with different affiliations to both public and private institutions. These institutions can be from the same country or of different nationalities, so producing an article co-authored by different authors from different countries allows each country to add up as a unit in the overall publications, which is best explained in Figure 4 shows collaborative workflow from different countries.

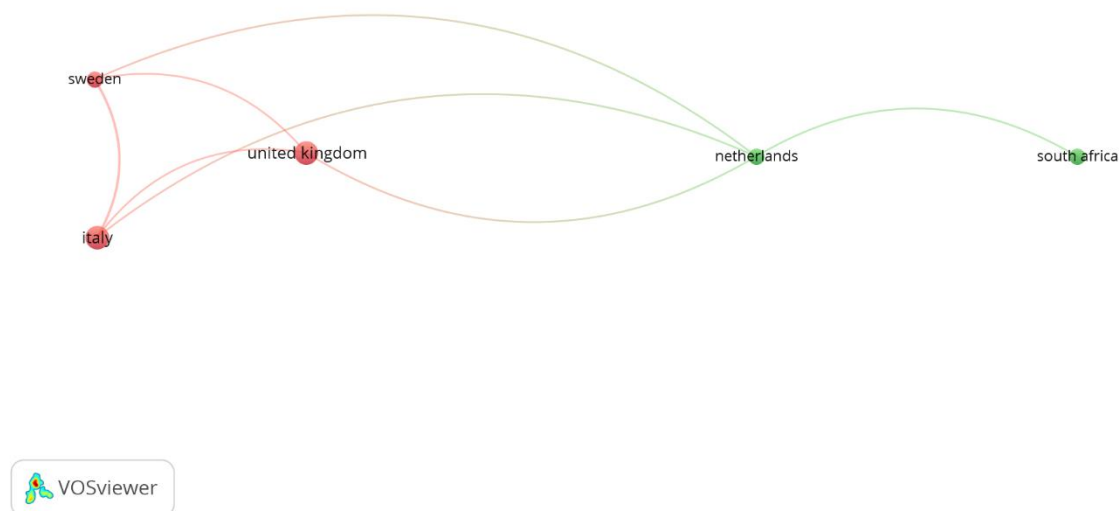


Figure 5. Co-citations between countries.

Source: Own elaboration (2022); based on data provided by Scopus.

As mentioned above, the United Kingdom is the country with the greatest contribution to research related to the variables under study, presenting studies with the Netherlands and South Africa conducting comparative studies in the analysis of organizational and work psychology and its implementation in SMEs. In second place is Italy with 4 papers, and the title is "People make the difference: An exploratory study on the relationship between organizational practices, employee resources and organizational behavior enhancing the psychology of sustainability and sustainable development" (Manuti & Giancaspro, 2019). This paper is created due to the need to analyze how modern organizations need healthy and motivated employees to survive and thrive in this fast-moving scenario. Therefore, the main objective is to explore these assumptions in small and medium enterprises (SMEs) context by investigating the relationships between organizational practices, employees' subjective resources and organizational behaviors. This research was conducted through questionnaires administered to employees. The results showed that psychological capital was a significant mediator of the relationship between employees' perception of organizational resources and practices and extra-role behaviors.

4.4 Distribution of scientific production by area of knowledge

Figure 5 shows how the production of scientific publications is distributed according to the area of knowledge through which the different research methodologies are executed.

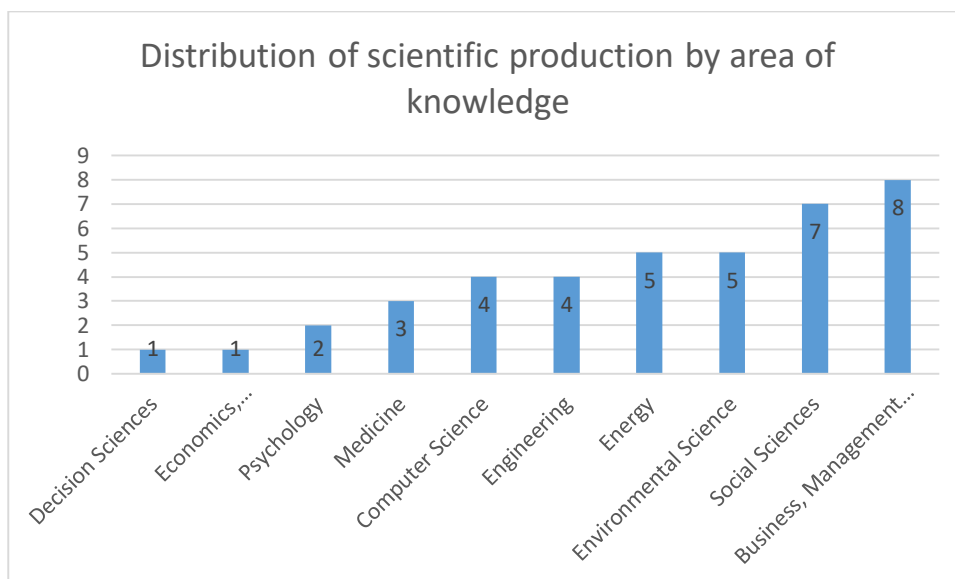


Figure 6. Distribution of scientific production by area of knowledge.

Source: Own elaboration (2022); based on data provided by Scopus.

Business was the most influential area of knowledge at the time of researching the study of organizational and work psychology in SMEs, presenting 8 publications, among which is the one entitled “Subsidiarity as a secret of success: SMEs “hidden champion” and subsidiarity as winning HRM configuration in interdisciplinary case studies” (Mear & Werner, 2021). The main objective of this document is to analyze subsidiarity in the success of small and medium enterprises and the intervention of human resources management in interdisciplinary cases that can determine the success of a company, starting from the fact of the importance of organizational psychology in the redirection of business processes and planning to match both the objectives of the organizations and the professional and personal goals of workers. For this reason, this document allows determining how human rights management is intrinsically linked to innovation and the resolution of projects that allow to have better projections.

4.5 Type of publication

Figure 7 shows how the bibliographic production is distributed according to the author’s chosen publication type.



Figure 7. Type of publication

Source: Own elaboration (2022); based on data provided by Scopus.

As shown in Figure 7, within the different types of publications, 71% of the total number of documents identified through Phase 1 of the Methodological Design correspond to journal articles, of which is the one entitled “Collective entrepreneurship: employees’ perceptions of the influence of leadership styles” (Franco & Haase, 2017). In this paper, collective entrepreneurship (CE) seeks to determine the relationship between some specific leadership styles and how a more effective CE is affected by moderating variables. The unit of analysis was the staff members of a Portuguese group of small and medium-sized enterprises (SMEs). The participative leadership style had the most significant joint and indirect effect on more effective collective entrepreneurship. Job satisfaction seems to be an essential moderator for its occurrence, also taking into account that this collective entrepreneurship is mainly executed by human resources management organizational psychology and all the processes marked in it.

5. Conclusions

Thanks to the bibliometric analysis carried out in this article, it is possible to determine that within the main characteristics in the volume of scientific production referring to the study of Organizational and Work Psychology in Latin America: SMEs has a regular research flow having low levels of scientific production, especially in Latin American countries, so it is established that the United Kingdom, was the country with the highest number of reports through its institutions to Scopus with a total of 4 documents registered during the period 2016-2021. Due to the nature of the study, which seeks to Determine the incidence of Organizational and Work Psychology in Latin America: SMEs, it is established that business was the area of knowledge with the most significant influence on the research identified, since 8 of the 21 publications related for the present analysis, actively participate with theories framed in that area of knowledge. Similarly, following the nature of the study and the business and administrative component, Social Sciences also played a fundamental role in executing seven publications.

It is worth noting that within the analysis presented regarding the position of different authors for the study of the topic proposed in this research, it can be concluded that organizational psychology is the area of knowledge that is responsible for studying the jobs by determining the necessary competencies that an employee must have to develop specific activities, which help the decision-making process and to have congruence between business objectives and the personal goals of employees that allow implementing action plans that go in favor of economic growth; small and medium-sized companies and growing organizations need the necessary tools to maximize one of the options is to identify the problems of employees so that they perform better and meet the objectives more quickly, yet the

scientific production on this topic is minimal compared to the boom that has occurred in the last decade. However, it is expected that from bibliographic and bibliometric reviews such as the one proposed in this document, the current situation of the literature on the subject is taken into account and that the specialists and the administrative part help in the generation of new knowledge on the subject to have more and more scientific material to determine the organizational and work psychology in small and medium enterprises.

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