

Industrial Organizational Psychology An Applied Approach

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Industrial-organizational psychology is the branch of psychology that applies psychological theories and principles to organizations. Often referred to as I-O psychology, this field focuses on increasing workplace productivity and related issues such as the physical and mental well-being of employees.

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Industrial and organizational psychology - Wikipedia

Applied Psychology The Applied Psychology program at SIU is an eclectic combination of industrial/ organizational psychology and applied social psychology for students who seek careers in business and industry, government, not-for-profit organizations, independent consulting, and academic careers.

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