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Answer: 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

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and mental well being of employees.

Industrial-Organizational Psychology Definition

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Industrial and organizational psychology - Wikipedia

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practitioners benefit when they collaborate on problems of mutual interest.

**INTRODUCTION TO INDUSTRIAL
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Both sides of industrial and organizational psychology became

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prominent during two different points in history. Industrial psychology, for example, came about during the first World War. Theories and techniques of this type of psychology were applied in order to assign soldiers to jobs and duty stations that suited them best.

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