

Applying Positive Psychology in Corporate Management

Dr. Anna Śleszyńska-Mielko

Faculty of Management, University of Białystok, Poland

Abstract

Positive psychology is a relatively new field of psychology. It focuses on developing human potential, strengths, and the pursuit of satisfaction and happiness. Implementing this concept in a company aims to increase employee engagement and well-being, job satisfaction, and a sense of belonging, strengthen interpersonal relationships, and build a positive organizational culture. Both employees and employers can benefit from this approach. Companies that have successfully implemented positive psychology solutions report positive changes in many areas of their operations. This can lead to increased competitiveness. In this regard, positive psychology can become an important tool supporting market success. The aim of this paper is to demonstrate the positive impact of implementing positive psychology principles in corporate management.

Keywords: positive psychology, corporate management, employee, human capital