George Caspar Homans  
(1910-1989)  
Homans was the American founder of "Behavioral sociology" & the exchange theory.  
He is known for his model of work group behavior where the "emergent behavior" (informal organizations) comes between the requirements and plans of the management, derived from technological, social and economic environment, and work productivity and satisfaction.

Homans is best known for his The Human Group (Harcourt 1950), although he himself preferred Social Behavior (Harcourt 1961) because it was "a work of deduction." Homans (1964, 1967) criticized functionalist theory for its failure both to meet scientific aims and to explain human behavior. To make the structure of society comprehensible, social scientists, according to Homans, had up to now put forward concepts concerning the characteristics of societies, such as norms and roles, that could not explain anything but were in need of explanation themselves. Instead, they should have put forward propositions based on the presupposition that human nature is universal, and that individuals act purposively in seeking social approval.

Homans's impact on sociology has been considerable: In the work of the sociologists Stark and Bainbridge (e.g., 1987) on religion, his influence is clear, although other rational choice theorists criticize him for the psychological basis of his theory. There can be no doubt, however, that his work has given direction and impetus to the development of the rational choice paradigm.

References