The objective of this paper is to introduce the application of psychology in workplaces. Specifically this paper addresses the importance of the profession of Industrial and Organizational Psychologist in the increasingly advanced and industrialised Malaysian society. It highlights the areas that the professional cares for, as well as its roles and positions in view of the nation's needs. This paper also describes the historical background of psychology as a field of study and service in Malaysia. Besides justifying the need for Industrial and Organizational Psychology, this paper also discusses essential issues that Industrial and Organizational Psychologists practicing in Malaysia should attend to.

INTRODUCTION

Malaysia is heading progressively towards becoming a modern and developed country. Since independence, rapid and ever more changes