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Impact of hospital corporate image & professionalism on organization citizenship behaviour of nurses in Chennai

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Abstract

The study is to understand the effect of professionalism and hospital corporate image on organisational citizenship behaviour. Data were collected from 109 nurses in Chennai. Anova and regression analysis was used to analyse the data. The study highlights the role of professionalism and hospital corporate image on organizational citizenship behaviour of nurses. And the results stated that only professionalism has a positive effect on organisational citizenship behaviour. The study have suggested to develop interventions in health care system perspective.

Keywords: organizational citizenship behaviour, hospital corporate image, healthcare, professionalism, nurse

Introduction

Nurses implement the characteristics of professionalism in their day to work on regular basis. Though there is no fixed meaning in the literature regarding professionalism, there are some standard descriptors. Flexner (1915) [15] identified four definite and appropriate characteristics of professionalism, which includes specialization, knowledge, intellectual and individual obligation, and well-developed group cognizance. Previous researchers have identified the primary aspects of professionalism, such as ethical proficiency (Lutzen, Dahlqvist, Eriksson, & Norberg, 2006) [11], autonomy (Dwyer, Schwartz, & Fox, 1992) [3], social support (Hanks, 2008) [7], altruism (Coulter, Wilkes, & Der-Martirosian, 2007) [1] and functional knowledge (Gould, Berridge, & Kelly, 2007) [6].

Organizational Citizenship Behaviour also known as extra-role behavior, means the work etiquettes which doesn't come under their formal job depiction but exceedingly valued by employees if it is displayed since it escalates the performance and feasibility of organization. Many experts and researchers presume that OCB is concomitant with individual and organizational performance. OCB diminishes the necessity of monitoring and time engrossing activities such as scheduling and problem resolving and make managerial policies and practices more operative. OCB is contemplated to be the image of the employees' job commitment towards their management and encourages cooperation in team, improves organizational environment, promotes worker – organisation communication, and reduces workers' errors rates. Generally in healthcare sector, constructive nurses are the vital work groups that play a significant role in these organizations' development.

The primary purpose of this study is to understand the influence of professionalism and hospital corporate image on organisational citizenship behaviour. The study also analyses the impact of demographic variables on professionalism, hospital corporate image and organisational citizenship behaviour. Citizenship behaviours mostly facilitates accomplishment of hospital objectives. Having cooperation among employees, guiding and performing extra duties without delays and complaints, time management, efficient use of organizational resources, positive information sharing and definitely representing the organization will increase service efficiency, patient satisfaction, and also the patient may revisit the hospital and recommend to others. Hence, organizational professionalism creates the positive impact with relationship between patients and employees in hospitals.

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Literature Review

Lo and Ramayah (2009) ^[10] have examined a shift in the dimensions of organizational citizenship behavior. And Building on organizational citizenship behavior literature, that is involved looking at validating the dimensionality of the organizational citizenship behavior (OCB), my purpose of this study is to assess the validity (content, construct, convergent, and discriminant) and reliability of Organ's (1988) that measures of centralization and formalization I conclude thereby to add clarity to the operationalization of this construct.

Spector (1961) ^[14] aimed to research of corporate image often proceed on the impact which leads them to the assumption stating that respondents consider when they think about the corporation. Through this article I would like to describe factor-analytic study in which the image dimensions were obtained empirically, and that compares the images held by two groups of respondents in the company.

Porter and Teisberg (2006) ^[13] studies about corporate social responsibility generally explore how corporate social responsibility affects a company's financial performance and employee behavior, and rarely explore the effect of corporate social responsibility on consumer behavior. This study attempts to explore the relationship among corporate social responsibility, service quality, corporate image, and purchase intentions. The important conclusion of this study is that corporate social responsibility has a significantly positive effect on corporate image, service quality, and purchase intentions. Furman (2010) ^[5] developed a framework for examining the relationship among corporate image and reputation, service quality, customer satisfaction and customer loyalty through a case analysis on one of the biggest Egyptian company. Through findings they have proved that there is significant relationships among the variables under investigation.

Kim *et al.*, (2012) ^[8] stated that in this study, to examine Traditional Human resources management consider adopting a marketing approach in creating a positive company image to enable the recruitment of better employees and performance standards. So I therefore state that marketing management relates to recruitment marketing in the hospital industry and identified that a hospital's sustainable competitive advantage, marketing strategy, and employment brand equity can influence the intention of medical doctors to pursue job opportunities in the field of health care system.

Kolade, Oluseye and Omotayo (2014) ^[9] examines the relationship between organizational citizenship behaviour, hospital corporate image and performance. The result of my study reveal that hospitals can increase performance through organizational citizenship behaviour and positive corporate image Therefore, it is also essential that hospital management should develop an organizational climate (such as recognition, additional reward, promotion, etc.) that can promote organizational citizenship behaviour and enhance a positive corporate image while preventing situations that will discourage staff from rendering extra positive discretionary

work related services.

Davies, Chun, da Silva, & Roper (2004) ^[2]. Stated in this paper to measure corporate image and identity of companies where Corporate Character Scale was developed. This scale consists of seven dimensions of corporate personality: Agreeableness, Enterprise, Competence, Chic, Ruthlessness, Informality and Machismo. The results proved that survey customers of two well-known furniture selling companies were analysed and reveal their corporate image profile in the target market.

Tofighi *et al* (2015) ^[16] determines the study that the emotional intelligence affect the efficiency of people. It also seems to be organizational behavior of each person is strongly influenced by emotional intelligence. The study have examined the relationship between emotional intelligence and organizational citizenship behavior in critical and emergency nurses in teaching hospitals are investigated by Kerman Medical University in Southeast of Iran.

Stynen *et al.* (2010) ^[15] stated that Qualitative job insecurity may be associated with less hindrance effect and more challenges towards effect of organizational citizenship behaviour. The study of this article clearly states the disentangles both effects by introducing an intermediate variable that explains the hindrance effect which is less intrinsically motivated and whether there is a remaining, direct positive path to organisational citizenship behaviour reflecting the challenge effect among mature age workers in particular challenging effect and it is equally strong across all age groups of older workers.

Werner (2000) ^[17] stated that the article investigates the literatures concerning organizational citizenship behavior and contextual performance are selectively reviewed in an effort to build a case for citizenship behaviors as one central element in a multi-dimensional individual performance construct. Through my result of the study I found that five human resource management topics are reviewed through (selection, training, compensation, appraisal, and labor/employee relations) that is used to identify respondent suitable for the job criteria. Analysis is placed upon how these functions are impacted by an explicit recognition of citizenship/contextual performance as part of individual-level performance.

Research Methodology

Research Design adopted is descriptive research because the study aims at finding applicability of the model proposed with organisational citizenship behaviour, professionalism and hospital corporate image. Questionnaires were collected from 109 nurses. Convenience sampling was used to collect the data. The collected data were classified tabulated and analysed with some of the statistical tools like Regression Analysis and One Way Anova.

Results

One-Way Anova

Table 1: Difference based on Age level

		Sum of Squares	df	Mean Square	F	Sig.
Organizational Citizenship Behaviour	Between Groups	.160	3	.053	.311	.818
	Within Groups	18.152	106	.171		
	Total	18.311	109			
Professionalism	Between Groups	.108	3	.036	3.199	.026
	Within Groups	1.194	106	.011		
	Total	1.302	109			

Hospital Corporate Image	Between Groups	.839	3	.280	1.398	.248
	Within Groups	21.218	106	.200		
	Total	22.057	109			

From the above table we can conclude that only Professionalism varies based on Age. The significant value of Professionalism is less than 0.05 ($p=0.026$). Employees who

are older have more experience of being professional in comparison with younger nurses.

Table 2: Difference based on Educational Qualification

		Sum of Squares	df	Mean Square	F	Sig.
Organizational Citizenship Behaviour	Between Groups	.003	1	.003	.017	.898
	Within Groups	18.309	108	.170		
	Total	18.311	109			
Professionalism	Between Groups	.076	1	.076	6.675	.011
	Within Groups	1.227	108	.011		
	Total	1.302	109			
Hospital Corporate Image	Between Groups	.010	1	.010	.048	.827
	Within Groups	22.048	108	.204		
	Total	22.057	109			

From the above table we can conclude that only Professionalism varies based on Educational Qualification. The significant value of Professionalism is less than 0.05

($p=0.011$). Employees who are graduate are more professional than the diploma holders.

Table 3: Differences based on Work experience

		Sum of Squares	df	Mean Square	F	Sig.
Organizational Citizenship Behaviour	Between Groups	2.607	3	.869	5.865	.001
	Within Groups	15.704	106	.148		
	Total	18.311	109			
Professionalism	Between Groups	.106	3	.035	3.140	.028
	Within Groups	1.196	106	.011		
	Total	1.302	109			
Hospital Corporate Image	Between Groups	.466	3	.155	.762	.518
	Within Groups	21.592	106	.204		
	Total	22.057	109			

From the above table we can conclude that only Professionalism varies based on Work experience. The significant value of Organisational Citizenship behaviour ($p=0.001$) and Professionalism ($p=0.028$) is less than 0.05. Employees who have more experience in their career have higher professionalism and portray higher level of citizenship behaviour.

Regression Analysis

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.381 ^a	.145	.129	.38247

a. Predictors: (Constant), Hospital Corporate Image, Professionalism

Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.007	.481		4.171	.000
	Professionalism	1.381	.342	.368	4.039	.000
	Hospital Corporate Image	.019	.036	.049	.534	.594

Dependent Variable: Organizational Citizenship Behaviour

From table 4 it is inferred that R is the correlation, its value is 0.381 and R square is degree of determination, its value is 0.145. The degree of determination shows the extent to which Professionalism and Corporate Image influences the Organizational Citizenship Behaviour.

Here the Organizational Citizenship Behaviour is determined to an extent of 14.5% by Professionalism and Corporate Image. Table 5 shows the values of beta and the significant value. It is clear that only Professionalism have the significant value of less than 0.05. It is inferred from the table 5 that the Professionalism ($\beta = 1.38$) is the significant predictor of Organizational Citizenship Behaviour but not hospital corporate image. This maybe because irrespective of the

corporate image of hospital they work the nurse's professionalism tends them to develop organisational citizenship behaviour.

Suggestions

Despite its limitations, the results of this study are interesting and captivating as well. The group dynamic has a significant influence, and connection with the development, and affirmation of the professional identity of nurses. Professional activities such as the group clinical handover provide the sites for the ongoing social construction of nurse professional identity. Professional activities such as the multidisciplinary activity provide sites for the performance of nursing

professional identity. Conversely, with successful experience in motivating knowledge sharing have demonstrated that treating employee's well and recognizing their contributions are important approaches to encouraging knowledge sharing among employee in the hospitals.

Conclusion

Based on the findings, the study concludes that organizational citizenship behaviour was the most powerful predictor of nurses' OCB in hospitals and perceived Professionalism was the second variable predicting this type of organizational behavior in the current study. The degree of determination shows the extent to which Professionalism and Corporate Image influences the Organizational Citizenship Behaviour. As long as these systems can be recognized and improved, these behaviors will be accepted as a component of the belief system among the employees in an organization and through which the prosperity will probably occur. Through my study highlights and illustrates that role of professionalism influences organizational citizenship behaviour and hospital corporate image among nurses that does not prove as an independent predictor of nurse's, thereby offering adjusted intervention perspectives in health care system.

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