

عنوان مقاله:

Servant Leadership in the Health Insurance organization to Achieve the Digital Health System

محل انتشار:

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نویسندگان:

Farzaneh Taghizadeh Zanouz - *PhD Student, Educational Management, Marand Branch, Islamic Azad University, Marand, Iran*

Jafar Ghahremani - *Assistant Professor, Educational Management, Marand Branch, Islamic Azad University, Marand, Iran*

Ghafar Tari - *Assistant Professor, Management, Marand Branch, Islamic Azad University, Marand, Iran*

خلاصه مقاله:

Purpose: This study was conducted to identify the model for removing obstacles and executive mechanisms to implement servant leadership in the health insurance organization to achieve the digital health system. **Method:** The present research has been exploratory and qualitative. Content analysis method has been used to identify server leadership mechanisms. The statistical population of the study includes employees of different levels of the Health Insurance Organization that ۱۲ people were selected based on theoretical saturation through purposive non-random sampling method. Library methods and semi-structured interviews were used to collect data. The data analysis method was theoretical coding derived from server leadership theories using MAXqda software. **Findings:** The results obtained from data analysis show that the components of humility, service, trustworthiness, interaction with employees and collection and ethics are the most important barriers to implementation and executive mechanisms of health insurance servant leadership, respectively. Using MAXqda software, the indicators desired by the experts are prioritized. **Conclusion:** Accordingly, the most important and effective barriers to the implementation of servant leadership are "inappropriate structure", "moral barriers", "centralism and self-centeredness" and "subordinate conditions", respectively. The components of ethics, cooperation, communication, planning and scientism are among the main mechanisms of servant leadership in the first to fifth priority, respectively.

کلمات کلیدی:

Servant Leadership, Digital Insurance, Executive Mechanisms, Health Insurance Organization, Ethics

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