

عنوان مقاله:

Nudge Management in Healthcare Organizations : Causes and Motives

محل انتشار:

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خلاصه مقاله:

Background: A nudge can cause favorable behavioral changes in line with organizational goals and even increase productivity, satisfaction with, and trust in healthcare organizations. Nurses must make sound and fast decisions to meet patient needs and perform the necessary interventions as they have limited time to stop and logically analyze what actions they must take. Besides, sometimes people make decisions that are not bad for them, but they need to receive help to make better choices. Hence, nudging strategies can help them to make more effective decisions. To this end, the present study aimed to identify the reasons for using nudges in healthcare organizations. Methods: Following interpretive philosophy and a qualitative approach, the present study sought to identify the reasons for using nudges. This study was conducted using a grounded theory approach based on Colaizzi's seven-step data analysis method. The research population included nurses working in private and public hospitals in Kerman. The participants were ۱۵ nurses who were selected through purposive sampling until the data were saturated. Results: Data analysis showed people tend to use nudges for individual reasons such as minimizing mistakes at work, reducing stress, valuable changes, decreasing the risk of criticism, reducing the halo effect and stereotyping errors, preserving the personality, not losing freedom, cognitive limitations, increasing the probability of accepting the message, and maintaining relationships; managerial reasons such as flexible and gradual nature of nudges, risk management, extra-role behaviors, safety, the elimination of unnecessary formalities, ease of use, cost-effectiveness, and behavior management; and finally organizational reasons such as increasing productivity, creating a favorable climate, promoting a culture of criticism, win-win strategy, increasing trust in the organization, and risk management tools. Conclusion: The data in this study revealed that staff in healthcare organizations tend to use nudges for individual, managerial, and organizational reasons. An awareness of these reasons helps healthcare organizations to use nudging strategies in emergencies and in a limited period to change employees' behavior in line with organizational goals and policies.

کلمات کلیدی:

Nudge management, Healthcare organizations, Causes, Motives, Grounded theory

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