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GROUPS AND GROUP BEHAVIOUR IN HEALTH ORGANIZATION

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Abstract: The paper presents the most topical questions about group behaviour of employees in health organizations, and the significance of communications. Main factors influencing groups' formation and general characteristics of groups in health organizations are considered focusing on roles of team members and managers/ leaders. Conclusions underline the necessary prerequisites for successful group management.

Keywords: groups, group behaviour, management.

ГРУПИ И ГРУПОВО ПОВЕДЕНИЕ НА ПЕРСОНАЛА В ЗДРАВНАТА ОРГАНИЗАЦИЯ

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The formation of working groups is the first important step in maintaining the integrity of the health organization. Participation in working groups develops both the individual creative potential of each employee, and also enables him to integrate into a different social environment, which is a factor for the sustainable development of the health institution.

By participating in groups, people can satisfy their own needs for safety, security, friendship, status needs, of an economic nature, the pursuit of improvement and etc. (Aleksiev, 2012).

The activities in the health organization presuppose cooperation between people in groups and between groups in the organization.

When there is good dynamics within a group working towards a common goal, each individual member will present himself effectively and work in the interest of the organization itself.

Knowledge of the nature of groups in the organization is of particular importance for the formation of work teams, for recognizing the mechanisms of formation of group ideas, values, norms and patterns of behavior.

The role of the group leader is extremely important for the functioning of each working group. The leader must guide the development of the group on the way to the goal to be achieved. He must thus distribute the roles and responsibilities among the members of the group so that they can clearly understand the goal to be achieved. Each participant in the group has knowledge and skills that distinguish him from the other members. Knowing the job description - the style of work and abilities of each person, can help the leader in deciding how to distribute it in the group. The justice of the leader is accepted and understood by the members of the group more effectively. Leaders who do not meet the norms of the group have less control and efficiency. In such cases, there is a risk of conflict situations and failure to achieve the group's goals.

Cohesion is a characteristic of the group as a whole and depends on the individual level of devotion that everyone feels towards the group. In some groups, the connections between members are strong and long, and in others - weak, there is no sense of "group spirit" and with over time, they drift apart (Aleksiev, 2011).

There are employees whose participation in the group can have a positive effect on the work process, but there are also those whose behavior and attitude towards work can have a negative impact on group dynamics.

These members increase their individual goals by ignoring group goals and showing better performance with their ambitions.

They are aggressive, dominant or distracted staff who do not understand the nature of the task and constantly act in another direction.

There is also a risk that some members of the group will be given more responsibilities and others will work less than if they work alone.

The group leader must see the problems or weaknesses in the formed group and take the necessary measures to positively influence the group dynamics (Dimitrov et al., 2018).

Each member must be clearly aware of their individual contribution and their responsibility for the activities of the group. One of the most important characteristics that identifies the structure of the group is the attachment of the members to it. Adherence can be described as the individual's desire to be a member of the group. In a group where adherence is high, group members are happy with each other and motivated to stay in the group. In addition, people in such groups easily accept norms and goals and help each other achieve their goals.

Communication is a key moment for the favorable development of each group (Dimitrov, 2020). It can contribute to its success on the way to achieving the goals of the organization. Open and transparent communication builds and maintains a sense of trust within the group and helps maintain focus on the goal (Kesov, 2022). Face-to-face communication or relationships have always been one of the most effective and valid factors in group dynamics.

In normative social influence, people comply with the group norm in order to fit in, feel good and be accepted by the group. People comply because they believe that the group is competent and has the right information.

Compliance with group pressure can lead to group thinking or a wrong decision-making process that results from close-knit group members trying to maintain group harmony. Group situations can improve human behavior by making easy tasks easier but hindering difficult tasks. The larger the number of people in the majority, the more likely a person is to comply.

Conclusion: From the group's point of view, it is essential for its autonomy to be able to organize its members. This is the only way to unite everyone's energy and focus it on achieving common goals. Collective thinking is based on ignoring any information that contradicts group

views. After uniting around one point of view or making a decision, the group does not allow doubts about its expediency and opposes any other idea and information that contradicts the generally accepted one.

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