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BEHAVIOR MANAGEMENT IN THE HEALTH ORGANIZATION

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Abstract: Behavior management is an important process for any healthcare facility. The focus is on the human factor: what employees do, analyzes why they do it and measures are taken to direct efforts to the interests of the organization.

Keywords: behaviour, management, group, team work.

УПРАВЛЕНИЕ НА ПОВЕДЕНИЕТО В ЗДРАВНАТА ОРГАНИЗАЦИЯ

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Each person is strictly individual, has unique personal characteristics and perceptions of the world and his behavior is difficult to influence. The approach to each employee in an organization must be strictly individual if it is intended to fit into the work atmosphere and the work team.

Organizational behavior follows human principles behavior. The effectiveness of any organization is significantly influenced by human behavior. People are a resource that is common to all organizations (Aleksiev, 2012).

Based on the personal and job description of each employee, the manager of the health institution must decide which work team to include. In this way, he can be sure that the person will feel good, will be able to develop their potential and contribute to the achievement of the goals of the health institution. Understanding the candidate 's personality through a personal conversation or through tests helps to determine in which team it could be best realized.

Effective introduction of employees in the work environment includes integration, adaptation and clarity of the values of the health institution and what is expected of it.

The manager is responsible for directing and managing a person or team of people and the quality of the service they provide. Good people management requires many techniques, including how to increase individual productivity, avoid biased decision-making, reconcile the interests of employees with the interests of the organization.

Management involves organizing, coordinating and monitoring processes. The ways in which the manager recruits and controls his employees, the opportunities he provides them for their growth and career development, affect their ability to work according to the right standard established in the organization. Good managers attract staff; make the organization a preferred employer; they help increase market share and increase profitability (Smilkova, 2021).

Every good manager must set a good example to his employees, motivate them to get involved in both individual and team activities. To this end, he must be well acquainted with the nature of the working groups in the health institution in order to be able to combine the individual skills of each employee with the interests of a group and guide them to achieve the goals of the organization.

The group is a key element of the social structure of any society, as it is an important source for people to be aware of social values and norms (Aleksiev, 2011).

It is extremely important for each person to be among people with whom he finds common ground and with whom he could work calmly. Each representative of the team of a health institution must take an active part in the organization and course of the work process. If he cannot get along with the other people in the working group in which he is involved, he loses his desire to work, his motivation to prove himself, is not productive in his work and thus does not work to achieve the goals of the organization.

Each representative of the work team must take an active part in the formation, organization and management of the work process.

The practice of human resource management is an important indicator of the effectiveness of the organization itself. The manager of any organization must have the talent to properly manage their teams, select the right people in them, motivate them and be able to lead them. Human resource management also has the potential to encourage the introduction of organizational innovation.

The manager must have a clear view of the overall activity in order to gain an idea of the quality of performance of work duties. This can help him see the strengths and weaknesses of the workforce in the individual units (Dimitrov et al., 2018).

Good leaders create a positive environment for their workforce so that they feel motivated and engaged in their role. Proper governance helps to create the conditions for a positive workplace culture that is focused on providing quality health services. In a favorable working environment, employees focus their efforts on achieving the set goals.

Every good manager must find time to communicate and talk with his employees. When a person feels understood and appreciated, he feels more satisfaction from his work and is motivated to prove himself and achieve even better results in accordance with the values of the health institution.

The dialogue with the employees can give the manager clarity about the direction of the activity, as well as about the problems that have arisen in the individual units or teams. If a problem is noticed in a working group or team, the manager must take action to reorganize the group of employees. This is done in order to improve the work, encourage innovation and more efficient functioning of the health institution (Kesov, 2022).

As a manager, you have a responsibility to recognize the good employee, to encourage the manifestations of his strengths, his ideology and creativity.

Conclusion: The study of organizational behavior includes areas of research dedicated to improving performance, increasing job satisfaction, fostering innovation, and fostering leadership. Everyone has their own recommended actions, such as reorganizing groups, modifying compensation structures, or changing performance appraisal methods. The management of health institution is associated with several important skills of the leader: to know well the activities in the individual units; to choose the most appropriate management styles to meet the objectives of the task, the group and the individual needs of participants in the group.

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