

Providing a Model of Organizational Trust with Professional Ethics Approach in the Health System: Grounded Theory

Mohammad Hossein Kashefi¹ , Nader Bohlooli¹ , Karim Skandari² , Hossein Emari¹ 

¹ Department of Public Management, Islamic Azad University, Bonab Branch, Bonab, Iran

² Department of Public Administration, Payame Noor University, Tehran, Iran

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Abstract

Background. The health system is responsible for the health of society, so it needs to develop its individual and organizational performance through mutual trust and professional ethics to improve health and treatment services. This research aimed to present a comprehensive model of organizational trust with a professional ethics approach in the health system.

Methods. This qualitative study used the Foundation Data method (Grounded theory). Data were collected by reviewing upstream documents and interviewing 22 informed experts. The validity of this study was reviewed and approved by the interviewees and professors. The continuous comparison method has been used for data analysis through three stages open, central, and selective coding. MAXQDA 2020 software was used for encoding.

Results. Finally, five main dimensions and ten sub-categories were identified and classified based on data analysis: 1-Causative conditions with two sub-categories; (Structural and legal areas), 2-Contextual conditions with two sub-categories; (Organizational currents and individual competence), 3-Interventionist conditions with two sub-categories; (Environmental factors and administrative Factors), 4-Strategies and actions with two sub-categories; (Cultural and ethical standards and inter-organizational standards), 5-Consequences with two sub-categories; (Organizational and social consequences).

Conclusion. A high level of organizational trust with professional ethics increases job satisfaction and organizational commitment, fosters employee confidence, stimulates participation and data sharing, helps solve problems, facilitates empowerment and adaptability, and enhances learning and organizational innovation. On the other hand, building trust and promoting professional ethics in an organization reduces mental and psychological pressure, assists employees in overcoming hopelessness, facilitates conflict resolution, and ultimately establishes a framework for boosting productivity and organizational performance to provide higher-quality services and products, thereby enhancing social responsibility.

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* Corresponding author; Nader Bohlooli, E-mail: Na.bohlooli@yahoo.com



Extended Abstract

Background

Nobody can deny the importance of trust and professional ethics in organizational success today. Many theorists believe trust is crucial in modern organizations since trust is the cornerstone of interpersonal relationships. An ineffective ethical system and lack of organizational trust reduce communication and increase organizational losses. The health system is responsible for the health of society; therefore, it needs to develop mutual trust among employees and managers and boost the professional ethics and organizational performance of employees to improve the provision of health and treatment services. This research aimed to present a comprehensive model of organizational trust with a professional ethics approach in the health system.

Methods

The current research is developmental in terms of purpose and qualitative in terms of method. Part one of this study involved identifying the factors contributing to trust building within organizations and the methodological framework for professional ethics in the healthcare setting. We also did a comprehensive analysis using pre-existing models of trust in organizations as examples from the academic literature. We benefited from the insights of the healthcare system experts aware of the importance of trust within organizations. Finally, based on the analysis of the interviews, we outlined the case study's methodology, which was built on the qualitative coding analysis approach.

All recorded communications were defined in an engineering format. The reason for preferring the grounded theory data analysis method over other methods in this research is the emphasis on the structuring of recorded communications of this method. *Grounded theory* is a qualitative research method that develops a theory by using a set of data. The foundational data theory method is usually implemented in three ways: systematic, emerging, and structural. In this research, the systematic method of Strauss and Corbin was used for data analysis which includes three main stages: open coding, central coding, and selective coding. MAXQDA2020 software was used for data analysis and coding. The statistical population of the

qualitative part consists of experts familiar with the research subject (university professors in the field of management and organizational behavior and health system experts in the field of study). In order to determine the sample size, a targeted method was used, and the interview process continued until the 22nd person; that is, ten university experts and 12 organizational experts were interviewed.

Results

In this research, a comprehensive model of organizational trust with a professional ethics approach in the health system was compiled and designed based on the interview tool and a sample of 22 experts and based on the steps of the data-based theory method. According to the purpose of the research, the three-step approach of coding from the data-based theory method was used to analyze qualitative data. The results indicated that the presented model was explained in five main dimensions: 1-Causative conditions with two sub-categories; (structural and legal areas), 2-Contextual conditions with two sub-categories; (organizational currents and individual competence), 3-Interventionist conditions with two sub-categories; (environmental factors and organizational factors), 4-Strategies and actions with two sub-categories; (cultural and ethical standards and inter-organizational standards), 5-Consequences with two sub-categories; (organizational and social consequences). The findings showed that building organizational trust with the approach of professional ethics in the health system requires providing causal and background conditions and interventions, as well as optimal strategies and appropriate consequences. In this regard, attention should be paid to behavioral and legal factors, organizational flows, individual qualifications, environmental and administrative factors, and ethical and organizational standards. Moreover, attention to organizational and social consequences is of primary importance.

Conclusion

Observance of ethical principles in all management systems of the organization is essential, especially in

building organizational trust among the employees. In these systems, managers are responsible for ethical standards and evaluate employees' ethical performance within the framework of the developed standards because, in such an environment, the employees follow the law willingly. In addition, the values governing the interaction space will facilitate affairs and improve employee satisfaction. Therefore, the observance of ethical principles should be considered one of the most important infrastructures, neglecting which causes crookedness, inappropriate interactions, and the spread of financial and administrative corruption. These issues can question the managers' performance from individual and organizational aspects and make their performance ineffective. Identifying and paying attention to the effects

of organizational trust in improving individuals' productivity has prompted many organizations to show more sensitivity to human resources problems. Since organizational trust strengthens employees' views and expectations regarding their ability to succeed at work, building trust starts with creating a culture based on shared values. Building trust requires interpersonal relationships based on honesty, integrity, and openness of relationships with the other party. Accordingly, it is recommended that the employees of the medical system units seek to create an atmosphere full of trust with the employees. Institutionalizing a culture of trust in the work environment can lead to the expansion of moral values, ultimately leading to the organization's productivity.