

Assessing the social responsibility of Tabriz University educational hospitals from managers' perspective, 2012

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Abstract

Background and objectives: Social responsibility is one of the most important parts of an organization's existence. The aim of this study was assessing the social responsibility of Tabriz University educational hospitals from managers' perspective.

Material and Methods: This cross-sectional descriptive study was conducted in 2012. 40 managers of educational hospitals have been selected through census sampling method. Data were collected through Ministry of Health and Medical education (MOHME) valid and reliable questionnaire and analyzed by spss software package and descriptive statistics.

Results: From the managers' perspective, patients are the most effective group on hospital activities (48.5 percent), international standards are the most important motivation for hospitals (27.5 percent), the implementation of the organization's legal obligations is the most important definition of social responsibility (27.5 percent). To be ensured a fair and ethical behavior, hospitals have benefited greatly from the workplace and employees (30 percent). Managers (90 percent) emphasized that corporate social responsibility activities have a positive effect on hospital financial performance.

Conclusion: The findings indicated that managers have no unique definition of social responsibility and it is difficult for them to understand the concept of social responsibility and there is no special policy or process in hospitals to understand this concept. They have introduced social responsibility as compliance with obligations of the organization.

Key Words: educational hospital, social responsibility, manager, Tabriz

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