

UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT INFLUENCE
ETHICAL DECISION MAKING
AMONG MANAGERIAL POSITION
OF HEALTHCARE INDUSTRY: A
STUDY OF PRIVATE HOSPITALS
AT KUANTAN, PAHANG**

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ABSTRACT

The issue pertaining ethical decision making among managerial position in healthcare industry has been highlighted as very important issue that need to be focused on especially by private hospital. The public has the right to question whether ethics have much influence on the everyday decision making of healthcare managers. As their business oriented not only focusing on targeting monetary profit for the organization but they are aiming to provide high quality of medical services and uphold the well-being of the people, it is very important to identify influential factors that will lead to ethical decision making among managerial position in healthcare industry especially those who work at private hospital. This research study explores through various published papers, in examining the factors that influence ethical decision making among healthcare managers. Personal values, social values, professional values and legal restriction were listed as determinants for achieving the objectives of this study where researcher will identify any significant relationship exist between all those four determinants with the ethical decision making among managers. The unit of analysis for this study is those who hold the managerial position in four different private hospitals located at Kuantan, Pahang. The finding shows that all of the four determinants can be classified as influential factors as the result showed significant relationship between all the four factors with ethical decision making among managers. The study also found that the most influential factors is legal restriction. It is hope that the study conducted will help the healthcare managers to enhance their ethical consideration while making decision.

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TABLE OF CONTENTS

	Page
EXAMINATION CERTIFICATE	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER ONE: INTRODUCTION	
1.1 Preamble	1
1.2 Background of the Study	1
1.3 Problem statement	3
1.4 Research Questions	7
1.5 Research Objectives	7
1.6 Scope of the study	8
1.7 Significance of the study	8
1.8 Definition of terms/concepts	9
CHAPTER TWO: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK	
2.1 Introduction	12
2.2 Theories of Ethics	12
2.3 Values	14
2.4 Healthcare Management	15
2.5 Ethical Decision Making	17
2.6 Ethical Decision Making of Hospital Managers	19
2.7 Personal Value	20

CHAPTER ONE

INTRODUCTION

1.1 PREAMBLE

This chapter is also known as the introductory part for this study and it basically focuses on the background of this research which is related to the healthcare industry, specifically the private healthcare industry. The background of study will mainly discuss and explain the reason why this matter becomes the focus of researcher and the need to study factors that influence ethical decision making among managerial position in healthcare industry. Later on in this chapter, researcher will elaborate more on the problem statement which includes some arising issues related to this study matter. Other important sections for this introductory part are the research questions and research objectives which will determine the outcomes of this study. Researcher will also include the section related to the scope of the study which mainly elaborates the information related to the territories or places chosen by researcher to conduct this study, as well as the targeted groups that this study will focus on and the period of this study. The next section is the significance of the study which is related to how this study will contribute to this knowledge area and the last section of this introductory part is the clarification on the definition of terms and concepts used in this study.

1.2 BACKGROUND OF STUDY

As Healthcare industry is regarded as one of National Key Economic Area (NKEA) of Malaysia, the importance of its contribution especially on the Gross Domestic Product (GDP) of our country is no longer deniable as in 2017, the revenue contribution made by healthcare industry on Malaysia's GDP was already up to RM 5 Billion (Malaysia Healthcare Travel Council, 2017).

Healthcare industry is also being regarded as the essential sector to be grown for the benefit of economy in Malaysia as the government has significantly been focusing on