

Exploration of the Conceptual Framework of Organization Citizenship Behavior (OCB)

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Organization Citizenship Behavior (OCB) alludes to the practices displayed by people at work for the effective and smooth functioning. In general most of the employees carry out the work as per duties listed in the job description. Also, these employees keep themselves away from acts considered to be disturbing and work which it is assigned to them and productive for the organization.

OCB is a terminology which envelopes unspecified constructive behaviors of the employees, which are for the welfare of the colleagues and beneficial to the organization (Zhang, 2011). OCB comprise of various actions and behaviors which are not dictated by the employer to the employees to display. Exhibiting these behaviors is not important and compulsory requirement for the job but, benefit the Organizations. These behaviors are generally categorized as “going above and beyond” the roles and responsibilities listed Podsakoff et.al (2000) or “going extra mile” (Zhang, 2011). Here, the employees who engage in OCB believe that work is not just about drawing salary /generating income, but it’s about trying to make a positive effort, helping colleagues etc to make the working environment healthy and smooth; even if it has no connect with current responsibility. Usually, the management or business leaders view these actions from the positive perspective. The impact and importance of these behaviors is worth noting.

The meaning and definition of OCB has undergone delicate changes since its inception in the late 1980s, but DNA has not changed.

Major Forms of OCB contributing towards its construction

There are numerous ways in which employees exhibit OCBs at workplace. In spite of the fact that there are a few differences among the constructs of OCB but the rationale behind these forms are same which have been thoroughly investigated and presented (Mehboob & Bhutto, 2012). Different authors contributed to forms of organizational citizenship behavior which adds on to array of dimensions. Reconciling the above theoretical concept Organ (1983) identified and listed five major forms that employees exemplify when engaging in OCB. In his view, the OCB dimensions include altruism, courtesy, sportsmanship, citizen's virtues, and conscience (Philip et al, 2012).

Behavioral understanding of OCB with reference to healthcare sector

India is land stocked with opportunities for the players in the healthcare industry. Healthcare sector in India has now become one of the biggest in terms of providing service, employment and revenue generation. The healthcare sector much diversified which includes the following dimension of the industry hospitals, clinics, pharmaceutical companies, health insurance providers from the public and private players along with the service providers, payers and medical technology. The sector is growing swiftly because of increasing expenditure by the players. With the increase in the expenditure and competition, business are now looking towards exploring the latest trends which gives worth noting impact on their business.

Today, healthcare organizations are operating on platforms which are similar to other sectors such as banking, telecommunications, education, insurance, and other service allied organizations where customers are seeking quality services at competitive prices. Healthcare industry is now becoming patient-oriented with focuses on highly qualified personnel, enhanced process, world class technology, adopting effective marketing techniques (Chao-Chan, 2011). Therefore, benefiting the patients (buyers) (Lee, Chen, Chen and Chen, 2010).

The sensitivity of medical services increases the requirements of OCB. Organ (1988) defines organization citizen behavior (OCB) as an individual's discretion at the discretion of actions not directly or explicitly recognized by the formal reward system, which improves the overall performance of the organization as a whole. Patients analyze the hospital image, their services, and the physician's ability to access treatment. Hospitals need to be trained and encouraged to encourage employees to perform their duties and enhance their efforts to present the OCB.

OCBs are necessary and important in hospitals because patients need special care by medical staff (doctors, nurses, pharmacists, etc.) when dealing with patients. OCB plays vital role in boosting morale and making better the health of the patients (Mardani-Hamole and Heydari, 2009). Researchers also believe that such actions help hospitals achieve their set goals and improve their targeted performance (Chu et al., 2005).

Thus, OCBs helps in improving the service efficiency, patient satisfaction, boosting the brand image of the hospital etc. Zhao Chan (2011) believes that the hospital brand image is not absolute, but is comparable among competing hospitals. Understanding the hospital's brand image is a valuable strategic asset directly related to the hospital's performance, as it is a major source of competitive advantage.

Given the important role the private healthcare industry plays, it is important to understand the relationship between autonomous variables and OCB in the private healthcare industry.

Research Gap / Need for the Study

In today's dynamic workplace environment, fulfilling role behavior alone is insufficient. People need to show work behavior beyond job functions to satisfy this "flat" world and the needs of a rough environment (Luthans et al., 2008b; Ryan & Deci, 2000; Friedman, 2005). PsyCap's literature has lack of research. There, work results are studied as multidimensional structure.

Scope of the Study

This research has tried to examine the concept, its antecedents and consequences of OCB in healthcare sector at its best from the available literature. This research explored numerous published thesis and research papers to understand the concept i.e. OCB. A comprehensive analysis is done to explore the concept of OCB which is the study of human behavior at work. The study includes identifying of antecedents and consequences the individual, group and organizational level. After analyzing the literature, a proposed framework is developed to investigate the relationship among the dimensions of OCB, antecedents and consequences. The framework was further validated by using questionnaire. With the study of OCB, it is found the relation of antecedent and consequence had positive/negative correlation. The variable were study that being under the subject of research analysis if the variable is consistence or not. The segregated variable clearly shows the key factor on which the OCB in health care industry trends and their needful improvement to make OCB structure better to find the good consequences.

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