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# EFFECT OF CULTURAL INTELLIGENCE (CI) ON PATIENT CARE SERVICES IN PRIVATE HOSPITALS (With Special Reference to Qatar)

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## ABSTRACT

*The effect of cultural intelligence (CI) on patient care services is an important concept in which it was studied by many researchers. The purpose of this study is to examine the effect of Cultural Intelligence (CI) on patient care services in private hospitals at Qatar. Private hospitals in Qatar receive patients with diverse cultural backgrounds. Nurses have been having a challenge understanding the culture of various patients making it difficult to serve them in the best way possible. This is because patients from different cultures behave differently and also have a different perception on various issues making it difficult for nurses without knowledge about their culture to serve them appropriately. Nursing employees have interacted with patients despite their cultural differences with the patients which has been a challenge in understanding one another. This led to necessity of studying the effect of nurse's cultural intelligence on the patient care services in the private hospitals at Qatar.*

**KEY WORDS:** Cultural intelligence, Patient, nurses, Cognitive dimension, Metacognitive dimension, motivation dimension and Behavioral dimension.

## I.INTRODUCTION

Cultural intelligence is the skill and ability to work and relate effectively in places and situations which are culturally diverse. It is the ability to cross boundaries and do well in multiple cultures. Cultural intelligence is the ability to understand and blend in various cultures. Having cultural intelligence helps in acquiring in depth understanding of the practices, beliefs and values of other cultures. At work, cultural intelligence helps a person understand each other which cultivates their relationship leading to better results. People are able to demonstrate better trust, tolerate as well as understanding of people from different cultural backgrounds. In its job of multiculturalism, Qatar is one of the effective countries in handling the good and bad timing of the financial instability situation. One of the examples is in the working environment where we see the opacity of the various foundations of cultures. Healthcare professionals and their personnel typically have one goal in mind: to provide the best and most comprehensive care for their patients. Nurses are regarded as an extremely important part of the hospital staff because they directly deal with the pain and recovery of patients<sup>1</sup>.

## II.STATEMENT OF THE PROBLEM

Private hospitals have given a priority to patient care services in Qatar Governorate. This is because it plays a significant role in ensuring the patients are comfortable and have a good environment as they recover. The hospital industry has grown tremendously as a result of increase in diseases as well as the population in the sultanate of Qatar. The increasing need for medical care has led to demand for private medical institutions which offer more personalized care. Most of the patients have grown to prefer private medical attention as compared to public medical care due to the better services offered. The nurses are responsible for taking care on the patients in the hospitals. Nurses play an important role in all health sectors because they provide essential pre-hospital and out-of-hospital care. Services can be provided in both emergency and non-emergency situations, and nurses in hospitals play important roles in terms of injury/illness prevention and determining patients' long-term outcomes because

<sup>1</sup> Gabel-Shemueli, R., Westman, M., Chen, S. and Bahamonde, D., (2019). Does cultural intelligence increase work engagement? The role of idiocentrism-allocentrism and

organizational culture in MNCs. Cross Cultural & Strategic Management.



they are highly trained to provide healthcare directly to patients<sup>2</sup>.

### III. SIGNIFICANCE OF THE STUDY

Cultural intelligence plays a significant role in ensuring, whether nurses understand the cultures of their patients hence they are able to take care of them efficiently. Nurses in private hospitals have to learn, understand and accommodate the cultures of their patients in the hospital to be able to carry out their duties and responsibilities appropriately. Therefore, it is important to understand the various levels in the four dimensions of cultural intelligence which comprise of cognitive, metacognitive, behavioral and motivational dimension of cultural intelligence. This research is useful to health sector and patients for improving patients' relationship with nurses AlUbaidi (2020). When there is a better relationship between nurses and patients, the patient care services are better since both parties are satisfied. The health sector will also benefit from this research since it will be able to understand the impact that cultural intelligence of nurses has on patient care services in the private hospitals in the Governorate of Qatar. This will help in improving some aspects which will improve the efficiency of patient care services and also motivate the nurses to improve their services to their patients<sup>3</sup>.

### IV. OBJECTIVES OF THE STUDY

1. To find out the level of Cultural intelligence in four dimensions (cognitive dimension, metacognitive dimension, motivational dimension, behavioral dimension) among the nurses in private Hospitals at Qatar.
2. To examine the relationship between nurse's demographic factors and the level of cultural intelligence in private Hospitals at Qatar.
3. To evaluate the effect of nurse's cultural intelligence (cognitive dimension, metacognitive dimension, motivational dimension and behavioral dimension) on the patient care services in private hospitals at Qatar.

### V. SCOPE OF THE STUDY

The scope of study focuses on the effects that cultural intelligence of nurses has on patients who are in private hospitals in Qatar. The level of nurses involved in this study comprises of certified nursing assistants, licensed practical nurses, registered nurses and advanced practice registered nurses. The research paper discusses the level of cultural intelligence which comprise of metacognitive

dimension, cognitive dimension, motivational dimension and behavioral dimension. Also, it discusses the relationship between the demographic factors of nurses and their cultural intelligence in the private hospitals of Qatar<sup>4</sup>.

### VI. LIMITATION OF THE STUDY

- The private hospitals covered only in Qatar, due to time constraints remaining regions will not be involved.
- Getting permission from the hospitals, during this Covid is a problem to complete the questionnaire as per sample size decided.
- The respondents of this survey are nurses, who are in busy schedule. Getting complete data is a problem for this study.
- The research was only for private hospitals hence didn't include public hospitals.
- The study focus on the four dimensions of cultural intelligence hence omitting other parameters.

### VII. RESEARCH METHODOLOGY

- 1) Research Design: Descriptive research design was used in the study and method used in this study is quantitative method
- 2) Research collection methods: Research instrument used is questionnaire; the questionnaire contains two section- one section covers the demographic details. Related to: Gender, Educational level, Age group, Experience, ward details and Department, and the second section covers statements related to four dimensions of Cultural intelligence and patient care services.
- 3) Research respondents: The researchers used a non-probability snowball sampling technique in this study. Study target respondents are nurses from Al-Khor Hospital, Al-Wakrah Hospital, Al-Ahli Hospital, Al-Emadi Hospital, Aster Hospital, Doha Clinic Hospital, Hazm Mebareek General Hospital, Naseem Healthcare, Qatar Rehabilitation institute, Rumeilah Hospital.
- 4) Data collection: This study's primary data gathering method would be to distribute a questionnaire to respondents. The cooperation of the respondents.
- 5) Data analysis: SPSS V26 statistical software was used to examine the data collected using various methods which are: Quartile method, crosstab method, Chi square, means score and Multiple regression analysis to assess the relationship's strength and value, as well as illustrations and tables.

<sup>2</sup> Al-Busaidi, I. S., Al Suleimani, S. Z., Dupo, J. U., Al Sulaimi, N. K., & Nair, V. G. (2019). Nurses' knowledge, attitudes, and implementation of evidence-based practice in Qatar: A multi-institutional, cross-sectional study. *Qatar medical journal*, 34(6), 521.

<sup>3</sup> Gabel-Shemueli, R., Westman, M., Chen, S. and Bahamonde, D., (2019). Does cultural intelligence increase work engagement?

The role of idiocentrism-allocentrism and organizational culture in MNCs. *Cross Cultural & Strategic Management*.

<sup>4</sup> Al-Ubaidi, A., AlLawati, J., AlZadjali, S., AlBalushi, M., & Porkodi, S. (2020). Impact of Emotional Intelligence on Job Performance of Paramedical Employee's in Public Vs Private Hospitals: A Comparison. *American Journal of Multidisciplinary Research & Development (AJMRD)*, 2(10), 38-45.