MEDICAL DECISION MAKING AIDED BY PHYSICIANS’ LEADERSHIP: MEDIATED BY SOCIAL CAPITAL IN A SOCIAL NETWORKING ENVIRONMENT

Anjum Razzaque
College of Business & Finance
Objectives

– Introduction

– Conceptual Framework:
  *A Systemic Science Thinking approach to tackle obesity research from the perspective of physicians*

– Future implication of conceptual framework
Introduction

- Previous research indicated the need for social capital of resources for physicians to share knowledge to make effective medical decisions.
- Previous research also focused on medical decision making from the point of view of a patient, physician and physician-patient joint decision making.
- Previous research assessed the mediating role of knowledge sharing between social capital and medical decision making as well as the moderating role of social cognitive theory to further understanding why physicians are willing to share knowledge in a virtual community.
Introduction (Cont.)

- **GAP** proposed in current research:
  - The **effect of the role of social capital on medical decision making is yet to be assess** as reported in literature.
  - The **role of leadership for medical decision making** is also a new research area currently gaining attention in research.
  - There is **need to assess the mediating role of physicians’ social capital** between the direct role of their physicians' leadership on their style of medical DM – **SYSTEM SCIENCE THINKING (BALCONY PERSPECTIVE)**.
Mediating role of Social Capital Theory between physicians’ Leadership capability and their decision making in a social network environment.
Implications of Framework in Obesity Research & Clinical Practice

• Utilization of the conceptual model within the context of obesity in the case of the Healthcare sector – WHY?

• The focus is shifted from physician-patient or group based decision-making while utilizing the social capital of group’s resources to system science thinking involving leadership style and capacity.
• Past research has stress on how physicians are taught to practice medicine but their commitment carries other implications.

• Such a social responsibility gives physicians a balcony perspective to voice out their experiential opinions and observations for the betterment of Healthcare treatment quality. This puts physicians in a leadership role.
  – Social capital theory mediates as a network phenomenon to facilitate physician’s leadership style within a group environment to make effective medical decision.
  – For improving clinical training tools and policies Implications
Implications of Framework in Obesity Research & Clinical Practice (Cont.)

- Social capital theory mediates as a network phenomenon to facilitate physician’s leadership style within a group environment to make effective medical decision.

- Implications are specifically to systematically improving clinical training tools and policies Implications so to tackle obesity as an illness
Thank you

- Questions?