

SOCIAL AND HEALTH (S&H) CARE MANAGEMENT STUDENTS IN THREE COUNTRIES COMPARE IDEAL AND REALITY IN CARE SERVICES

Zuzana Havrdová (Charles University, Czech Republic), Päivi Huotari (Lahti University of Applied Sciences, Finland), Manuel Agostinho (University of Evora, Portugal)

havrdova@fhs.cuni.cz

Purpose

Explore existence of a common basis for management education in the Czech Republic, Finland, and Portugal. **The research task is:**

- To explore the differences between the perceptions of students regarding the ideal and real-world situation in care (values vs. practices) that characterize the SH sector
- To determine the underlying ideals mirrored in the discrepancies in perceptions;
- To determine whether cultural differences emerge in the data produced during focus group (FG) interviews.
- to incorporate the emerging issues into the development of a common master's program.

Methodology

Exploratory qualitative research

In-depth focus group interviews: social and/or health care students (29) in three countries (Czech Republic, Finland, Portugal)

Conclusions

- The main perceived discrepancy between ideal and real-life practice is presented in Figure 2 with *.
- The common basis for education are common underlying ideals stemming from two cultures - culture of management and culture of care
- Socio-cultural differences were found in general trust, attitude towards rules, regulations and authority, and managing time and future
- International focus group was a fruitful source of reflection for students' experiences in care practice
- The discrepancy what is learned in management education and actual practice should be clearly addressed in future education.
- CareMan project can be seen an example of a strategy for supporting critical thinking and reflective learning in intercultural management issues.

Discussion on Country Differences

1) **General trust and trust to institutions** country differences is supported also by ESS research (Fig. 3.)

2) **Adherence to rules and regulations** (Fig. 4 & 5.)

Two types of reactions were perceived in countries with low trust (ESS, 2012): tendency to create own rules and tendency to go around rules. **Derived hypothesis:** The reactions are depending on the level of uncertainty and power distance (Hofstede, 2013), ambition and conformism (Schwartz, ESS, 2012). Further research is required to support it.

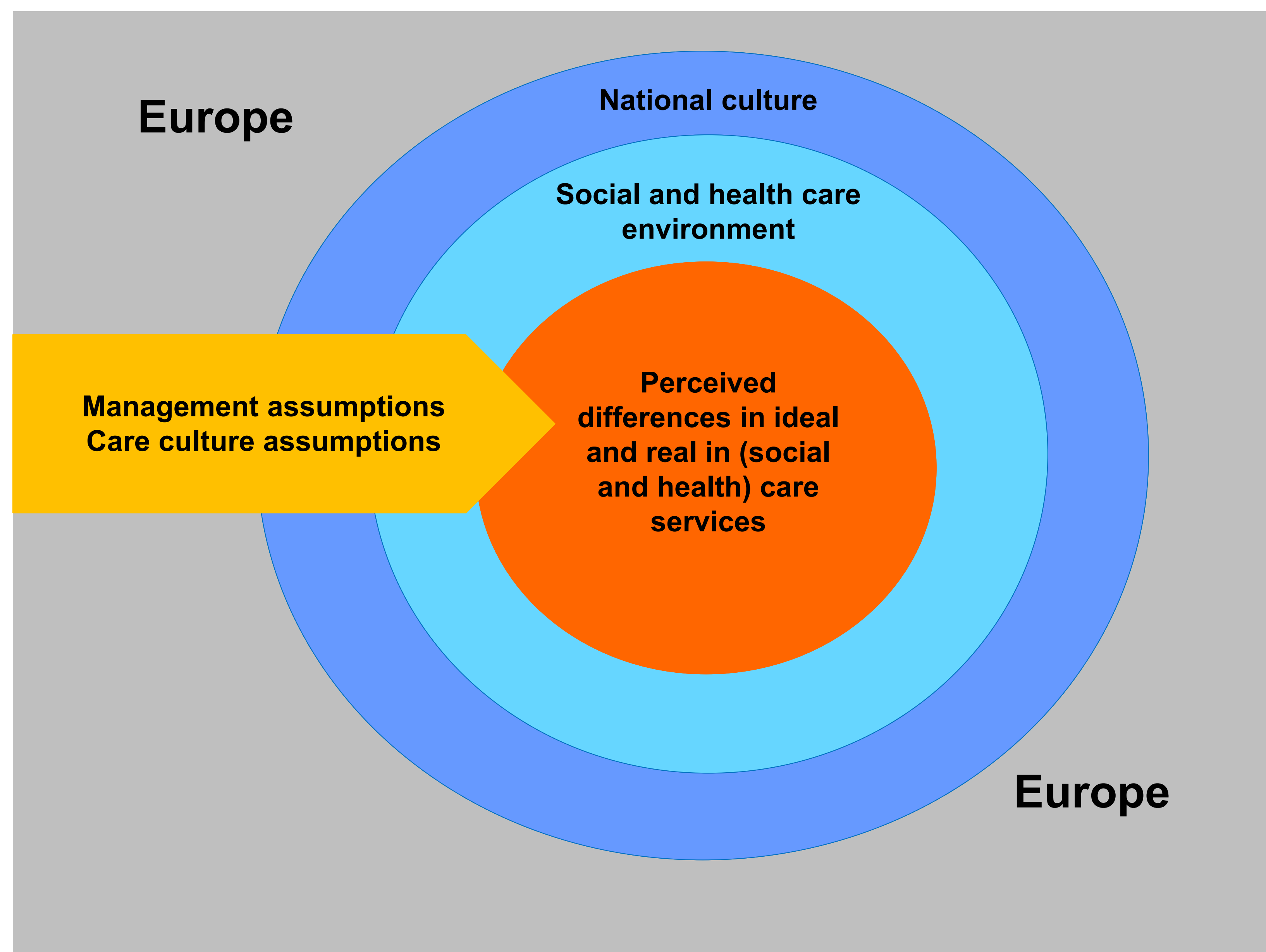


Figure 1. Analytical categories – management perceptions, environment for S&H services, and country level perceptions

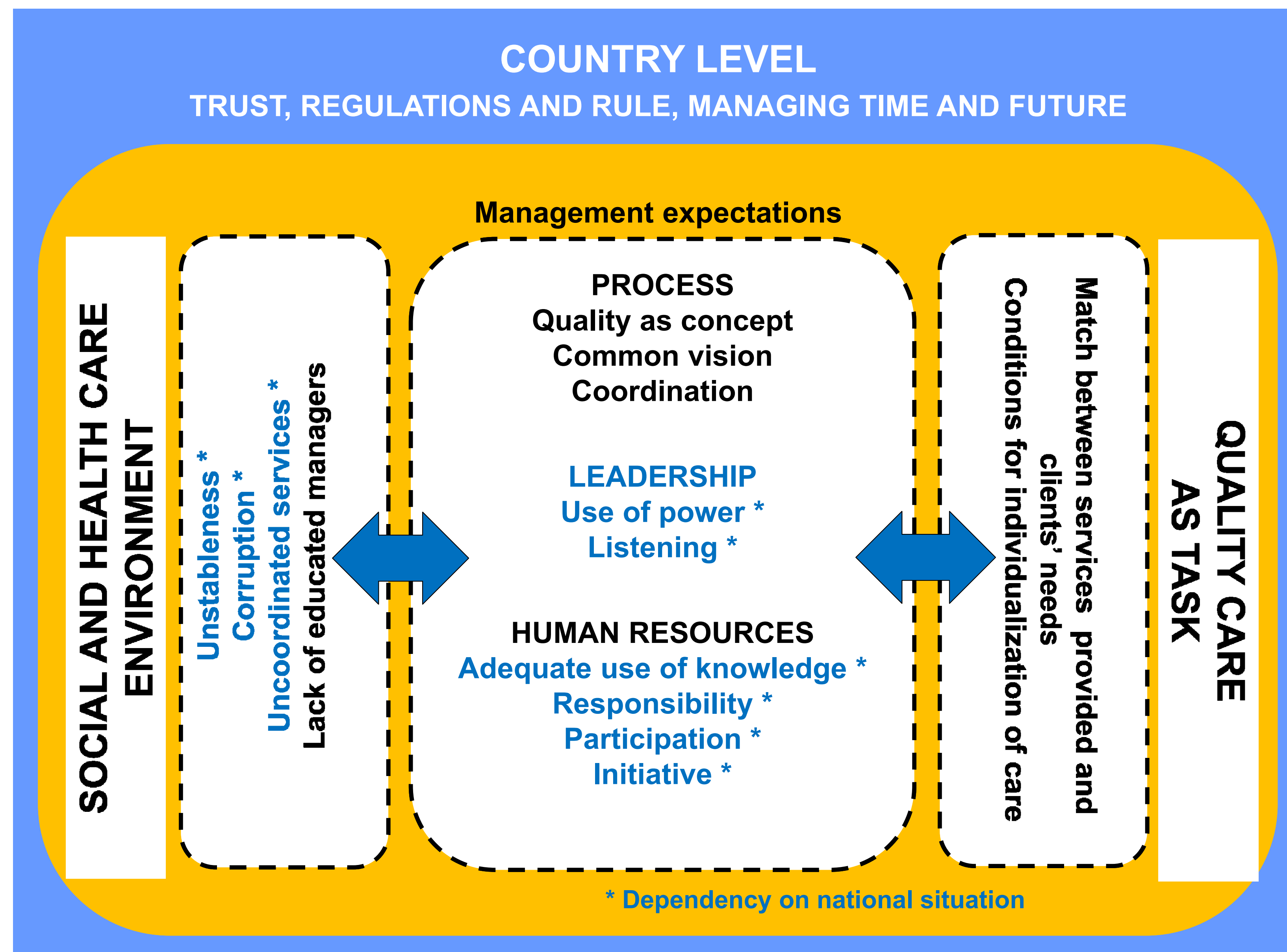


Figure 2. Perceived differences in ideal and real-world in S&H care services

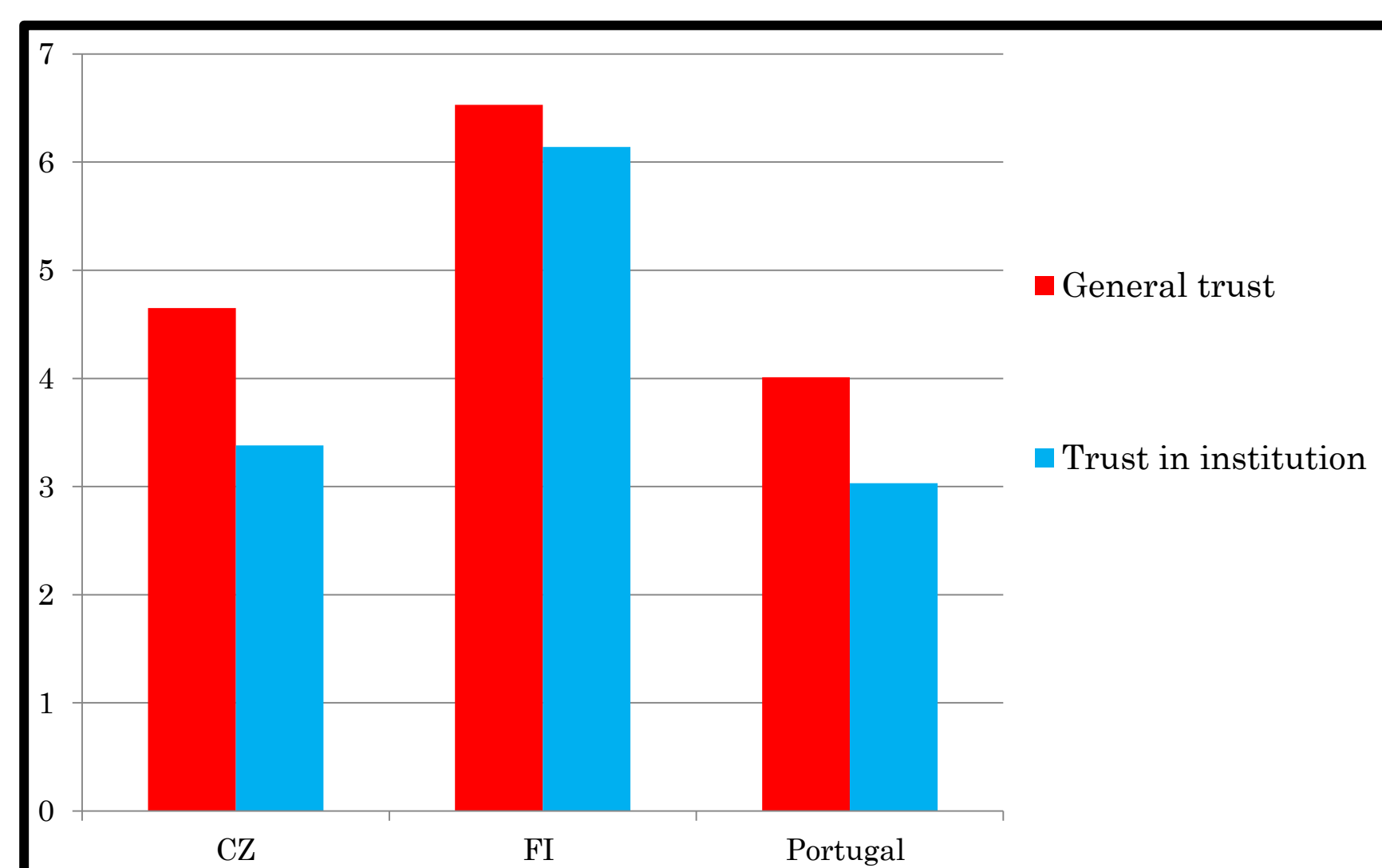


Figure 3. Comparison in general trust and trust to institutions

Sources: ESS (2012), balanced data comparison (FHS UK, 2014)

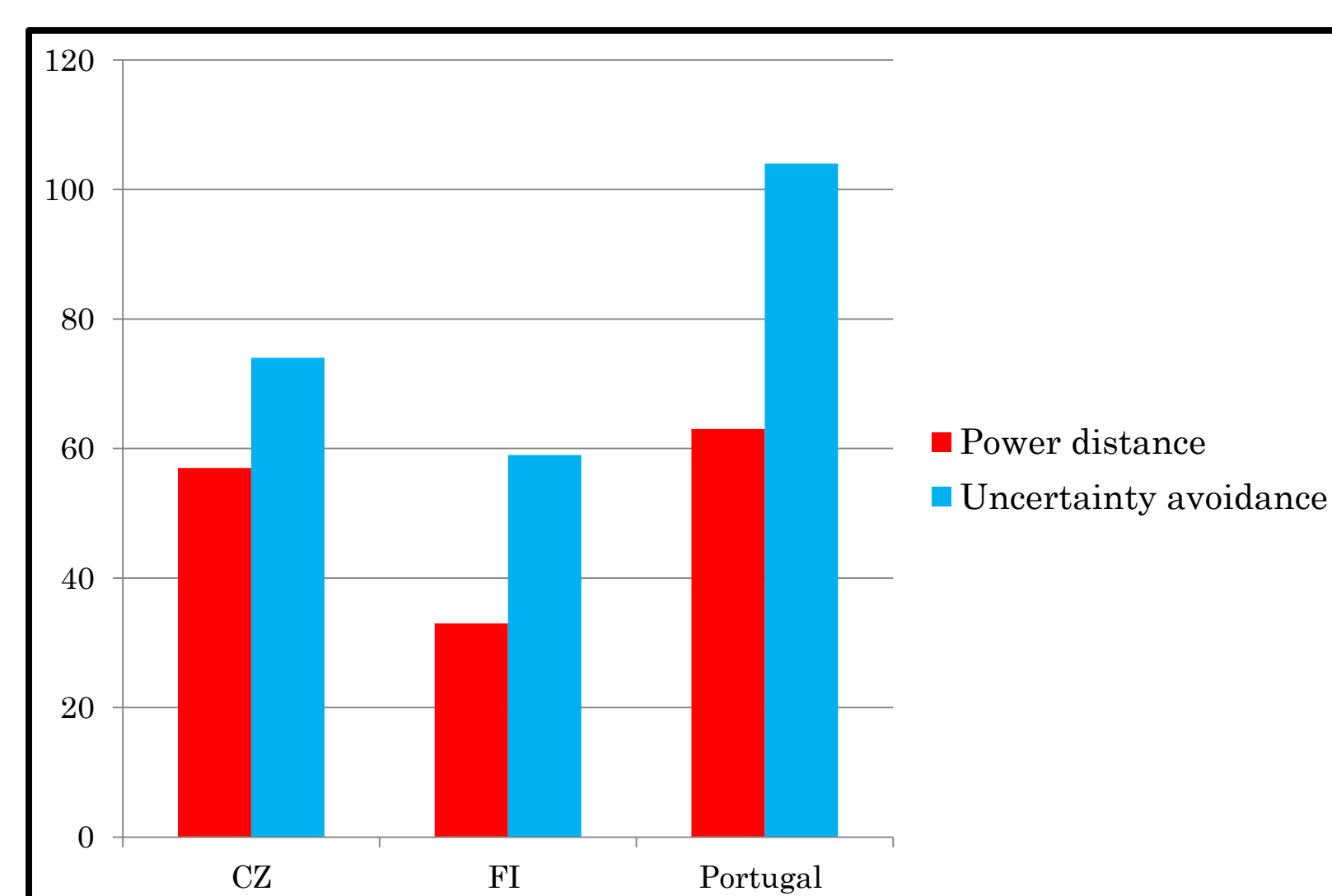


Figure 4. Power distance and uncertainty avoidance

Source: Hofstede Center (2013)

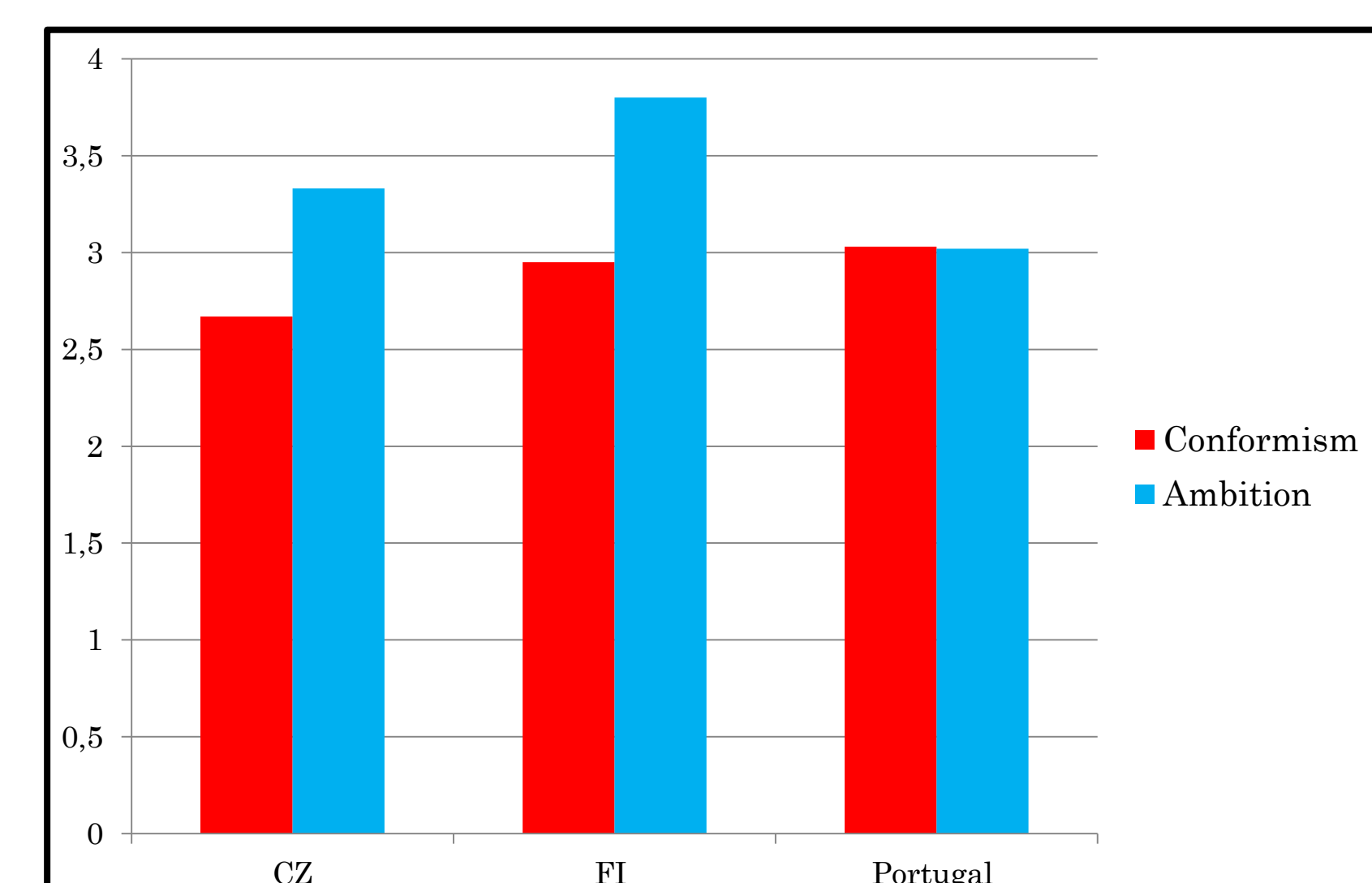


Figure 5. Identification level with two Schwartz value contrasting types

Sources: ESS (2012), balanced scores (computation, FHS UK, 2014)
Note: A low score means a high average group identification with type