

The role of Philanthropic Activities For the Resources And Operations For Maintaining Strategic Position of Hospital

(A case of Peshawar KPK government sector hospital
of Khyber Teaching Hospitals)

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ABSTRACT

The research study was conducted in government sector hospitals in the Peshawar region. It was found that role of philanthropic activities are worthy for the development of resources and operational conditions in these working hospitals. The position gets further improved and ultimately it provides sustainable conditions to work with good capacity. Correlation of philanthropic activities with resources development and operational conditions was found significant and weak and resources development variable was found with strategic position value of -0.217 that indicates that the strategic position significant promotes the resources development from the philanthropic activities. The role of operational conditions with strategic position was found positive, significant but weak that is 0.273 which indicates that there are other variables that are promoting the strategic position in these working hospitals. The overall role of the philanthropic activities was found supportive for the operational conditions and resources development. Therefore, it has been conclude that philanthropic activities are taking place in the government sector hospitals for the sake of developments and strengthening.

INTRODUCTION

Health related initiatives and institutions are always very important for caring, and intellectual growth in all societies. The existence of well equipped hospital. The physical research and advance oriented approaches provide a long lasting differentiable strength in the communities. The provision and development of such types of institutions are different for differrent levels of the communities for the development of the societies and in enormous number. Hospitals provide long lasting services with care and affectiveness are with good working setup and application elements to serve at its best. The contributing from resources point of views and backups are provided by the central and provincial govt, along with, technical and research oriented support. Support in the form of financial and non financial shape are contributing at its best when they are maintained and developed for the increasing needs of the communities. The best developmental fit arises in the case where best match is recorded between academia and industry. The match in this form does provides right application of the theory learnt at the operational levels in the working hospitals. This maintains strategic equalization between the knowledge that is transfered and the transferred knowledge that is applied to best serve the community with real care. The

role of philanthropic activities are found very worthy in case of difficult and uncertain financial position of the developing economies with continuously arising needs in health sector especially in hospitals. The role philanthropic activities are found very supportive and optimistic in needy condition. These types of activities are providing hope in the hopeless conditions and help hospitals to grow with the changing environment and carry the development with the available limited resources. Therefore role of philanthropic activities in countries have a strong financial and non financial impact on the growth and development of the undeveloped societies. Therefore the research study is taken as one the important initiatives to examine the impact of the philanthropic activities for the growth and successful operation of the universities in the changing trends in one of highly effected province of Pakistan, KPK. Major government sector hospitals are examined in the Peshawar, KPK region to understand the impact of the philanthropic. Therefore the research activities study will provide us insight information towards the philanthropic activities role for the development of the communities.

Problem Statement

Disease free society contributes towards the development of the communities in the form of societal development, personality development, skills development, abilities to serve the organizations and abilities to confront the challenges of the development and research innovation. The operations of the serving abilities of the working hospitals are strongly mandatory for the welfare and care of the communities. The philanthropic activities are found one of the societal and humanitarian initiative to respond to the needy and financial suffering hospitals. The philanthropic activities are useful in financially weak and uncertain conditions, but it requires a sound initiative to respond to offers from financially strong and nonprofit oriented organizations. Therefore disruption is found to critically understand the role of philanthropic activities for the development of universities for the successful operations of the working hospitals.

Objectives of the research study:

- To examine the philanthropic activities in the government hospitals of Peshawar
- To examine the influencing role of the philanthropic activities towards the resources development
- To examine the role of philanthropic activities for the operational conditions in the working government sector hospitals of the Peshawar region

Significance of the research study:

The research may prove to be significant due to its examining the financial support of nonprofit organizations and financially prosperous organizations and their

contributions for the development and maintaining qualitative outcomes. It may also prove significant to examine the critical information in the application of the sponsors for the key operations that are planned to meet the needs of hospitals in the form of developmental projects of learning. The research is finally found to be worthy to plan for the attracting more philanthropic towards the development of strong bounds and trust factor to promote the serving medical institutions for the uplift of the served and serving communities.

LITERATURE REVIEW

The research study of Marx (1998) defined that corporate philanthropy as the process by which contributions are targeted to meet both business objectives and recipient needs. Other research studies explained that corporate charitable contributions are significantly associated with future revenue, it is spent on the needy people in different forms and different activities to provide a hope of life (Lev et al. 2008). Some researchers documented for philanthropic activities its role known as highly supportive for social and business spheres in low developed countries which are suffering from poverty and inflationary periods. Unemployment is also found another major influential factor in such kinds of economies whereas charities are found to be a highly influential phenomenon for the support of such kinds of problems with ease (Baskin, 2008). The research study of Crane et al, (1905) provided insight information in this regards as multinational corporations are found to be highly influential financially backed and strong organization. They do have to address the issue of loss of financial setup, control of resources and a running condition whereas the philanthropy is found to contributive and productive for the all organizational running from the point of view and social support.

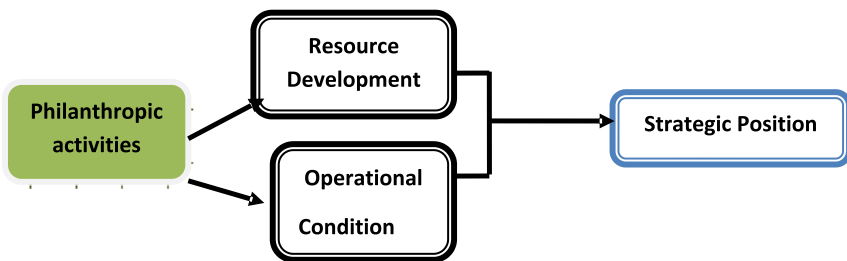
A descriptive research of Friedman in 1970 provided supporting information in favor of philanthropic activities that they were found very important of societal development and contribution of the organizational earning for the welfare of the society. Therefore the philanthropic activities should carry in the societies for the development stakeholders and serving societies (Godfrey, 2005).

Philanthropic activities are possess in moral and financial support for the serving communities. In response their outcomes grow in the form of productive capacities and quality enhancements. Therefore philanthropic activities should be practiced for the development and growth of the people and communities (Bernstein, 2003; Bachetti & Ehrlich, 2007).

The role of nonprofit and financially prosperous organizations for the welfare activities and different kinds of support of the societies are recorded in philanthropic activities to promote being the well of all people and all those who are associated with these types of organization Hammack, 1999; Proietto, 1999). The Research study of (Dowie, 2001; Clotfelter, 2007) examined the association of philanthropic activities for the support of

the people and societal and public sector organizations. It has been proved that developed economies which are stable from financial point of view when they support the undeveloped countries public sector organizations as results their productive capacities will be build (Hammack 1999). Research proved that in the twentieth philanthropic activities contributed significantly to the development and improved performance and reformation of the undeveloped organization in financially weak and uncertain economies. The reason for the growth behind all these initiatives has found support in hard times and provision of resources to promote their mutual well being with full capacities to serve the communities (Clotfelter 2007).

Theoretical Framework:



Hypotheses:

- H1: Resources development is associated with increasing quantitative outcomes add value in philanthropic activities
- H2: Operational conditions with operating activities add value to philanthropic activities
- H3: Resources development and operational condition are influencing the successful strategy in the working hospitals of the Peshawar region

Research Methodology:

Philanthropic activities are good in the form of financial and moral support for the sake of impressive and productive outcomes. The examination of the proposed research topic is processed with the help of mixture of primary and secondary research data's along with valid approaches to understand the application side of the stated phenomenon.

Research Approaches to data:

The research approaches to the data is segmented in primary which is difficult to get and secondary data is approached with the help of websites, Peshawar university annual reports, manuals, magazines and other reliable sources. All the data are examined on the sheet Excel 2007 version and the Statistical Packages for Social Sciences version 16. The research approaches to the data are important to understand the role of

philanthropic activities for the betterment of educational activities of the Peshawar University.

Research Instruments for the measurability of primary data and secondary data:

The research instrument of this study are structured interviews with the academic staff and administrative staff that are responsible for handling all the resources acquisition for the better utilization of the university infrastructure and operational requirements. The structure for this purpose is found logically acceptable to set with the right personnel and understand the application role of the philanthropic activities in the premises of the Peshawar University. But the primary data is not enough for the purpose, therefore, we have also collected the secondary data available in different source issues by University of Peshawar. The amalgamation of these two required data in excel will help in the investigation of the influential role of philanthropic activities for the well being of the devotion and betterment of Peshawar University to serve the community with full devotion.

Projected research work breakdown structure of time:

The required time for the projected research study is four months where it has been divided according to significance and steps required for the completion of on time research activities. The role of this influencing phenomenon is found important to process it for this research with valid outcomes. The WBS for time is planned in such a manner to initially progress towards the approval of research topic along with methodology, literature review, data collection approaches along with time tested or self developed structure interview format, collection of data, application of the required tests and interpretation of the results for required outcomes and final preparing the finally report in research paper format.

Statistical tools for quantitative outcomes:

The stated research topic is examined on the basis of primary and secondary data where the collected data is examined on the basis of available technical software and application systems. SPSS version 16 and Excel 2007 are used to measure the effect of variable for the final dependent variable

Results:

The empirical results are shown in the following figures and tables:

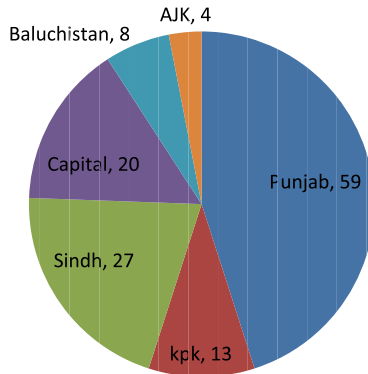


Figure 1. Province wise Distribution of the Philanthropic Organization in Pakistan

The Given figure 1. illustrates the role of philanthropic organization in health sector in the all four provinces of Pakistan. The maximum contribution comes from Punjab where 59 organizations are operating, then Sindh where posses 27 philanthropic organizations. Then Capital Islamabad has 20 organizations in operating condition to serve the community and support government. While KPK has 13 philanthropic organization and Baluchistan posses 8 working humanitarian philanthropic nonprofit organizations while Azad Jamu and Kashmir posses only 4 working philanthropic organization.

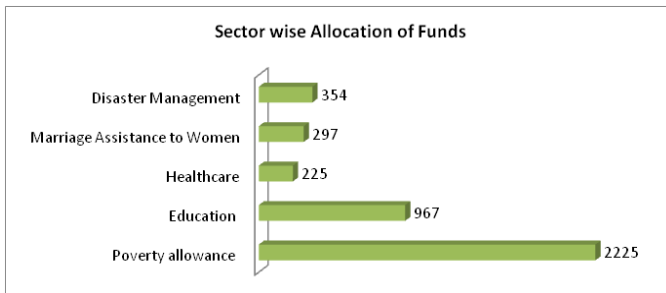


Figure 2. Sector wise Allocation of Funds

The given figure 2. explains philanthropic organizations and their sector wise investment for the development and improvement in operating conditions. Findings revealed that poverty allowances have been mainly targeting for controlling poverty and providing financial support to serving organizations. The amount of 2225 million rupees have been used in poverty alleviation. The health sector has been targeted with minimum amount of money that is 225 million with reason of limited financial support and resources availability.

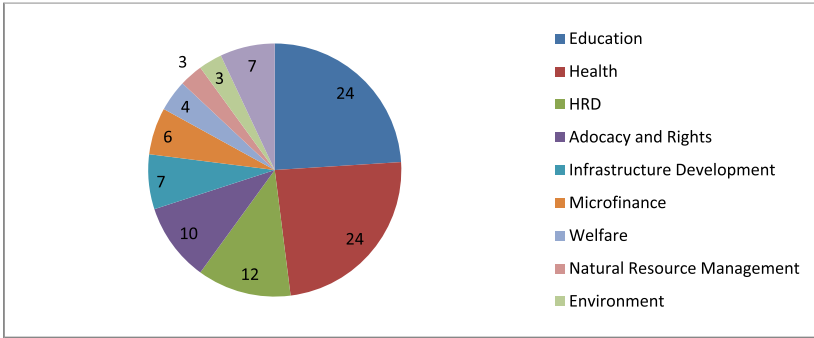


Figure 3. Sector wise philanthropic organization in percentage.

The Given figure explains the sector wise contribution of the philanthropic organizations in percentage. It has been found that maximum number of contribution is in education and health that is 24 percent. The maximum percentage contributions are the indicators that on one side the communities are targeted to get education and improve their social academic status while on the other side health related efforts are also kept in consideration for the sake of controlling medical problems. While environmental, natural resources, other organization are found with minimum contribution by philanthropists.

Table 1. Correlation Matrix

		Philanthropic	Resources	Operations	Strategic Position
Philanthropic	Pearson Correlation	1			
Resources	Pearson Correlation	.329*	1		
Operations	Pearson Correlation	.407*	.699**	1	
Strategic Position	Pearson Correlation	.607*	-.217*	.273*	1
P<0.05 then *					
P<0.01 then **					

Given table 1. represents that correlation between the dependent variables of philanthropic and their association with strategic position in the government sector hospital of the Peshawar activities. It was found that philanthropic activities are in

positively correlated with resources found weak and significant with value 0.329, philanthropic with variable operations found above variable resource that is 0.407 and significant. Directly with strategic position it has been found above moderate value that is 0.607 and significant. Resource availability was found positive and good in association with operation that is 0.699 which is almost near to 7.00 and significant. While resource development from philanthropic activities and their impact on strategic position for correlation is found negative with weak and significant value that -0.217. The operating condition improves from philanthropic activities towards strategic position that's why the associating value was found as 0.273 with significant value. The statistical results support the stated hypothesis H1: Resources development is associated with increasing quantitative outcomes add value in philanthropic activities, H2: Operational condition with operating activities add value in philanthropic activities and H3: Resources development and operational condition are influencing the strategic successful in the working hospitals of the Peshawar region.

Table 2. Model Summary

R	R Square	Adjusted R Square	Change Statistics				
			R Square Change	F Change	df1	df2	Sig. F Change
.329*	0.108	0.092	.108	15.675	1	3	.0544

a. Predictors: (Constant), Philanthropic

In table 2, R indicates the value of correlation for philanthropic and resource. The 32.9 percent value of R square has been proved with only 10.8 percent of the variation in dependent variable. F-test value is found above the value of rule of thumb with significant result. Therefore the model is proved to be acceptable for the stated hypothesis and for the purpose of the study. F statistics shows the statistical significance of the model. The value of F change is 15.675 (P value = 0.054) representing that the model is statistically synthesis.

Table 3. Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.406	1.516		2.906	.009
	Philanthropic	.682	.234	.329	2.914	.000

a. Dependent Variable: Resources

The given table 3. indicates the regression analysis between philanthropic and resource, From regression point of view it has been proved that one unit change in

philanthropic activities in government sector hospitals of the Peshawar region brings positive 0.682 unit change in the resources for the activities in these hospitals. Therefore the application of philanthropic activities is found worthy for the development of resources to serve the community with good backup and possession of resources. The value of t-test for these two variables was found significant. The given results proved for the support of stated hypothesis H1: Resources development is associated with increasing quantitative outcomes add value in philanthropic activities.

Table 4. Model Analysis

R	R Square	Adjusted R Square	Change Statistics				
			R Square Change	F Change	df1	df2	Sig. F Change
.407*	.165	.113	.165	32.595	1	3	.003

a. Predictors: (Constant), Philanthropic

Table 4. Explains the value association between philanthropic activities and operation with a positive value 0.407 and only 16.5 percent of variability was found from philanthropic activities and operational condition while the value of F-test was found strongly acceptable with significance, therefore the role model is found highly significant is 32.959 ($p = .003$)

Table 5. Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.347	2.269		1.916	.143
	Philanthropic	.441	.172	-.407	2.563	.107

a. Dependent Variable: Operations

Table 5. indicates the impact of philanthropic activities and it has been found that one of philanthropic activities brings positive 0.441 unit change in the operational condition with significant t-test. Therefore the role of philanthropic activities for this concern found acceptable and positive. The regression analysis also proved that empirical association of mentioned hypothesis that H2: Operational conditions with operating activities add value in philanthropic activities.

Table 6. Model Analysis

R	R Square	Adjusted R Square	Change Statistics				
			R Square Change	F Change	df1	df2	Sig. F Change
.632*	.400	.200	.400	23.666	2	2	.060

a. Predictors: (Constant), Operations, Resources

Table 6. indicates that 40.00 percent of variability is found from resources development and operation condition towards strategic position, it means that strategic position of the organization found to be developed in case of appropriate philanthropic activities are initiated to promote the resources and operation for affective strategic position. While the value of F-test found significant and above the rule of thumb. Therefore the model is found acceptable in this condition. It has been proved that empirical results are supporting the stated hypothesis H3: Resources development and operational condition are influencing the strategic successful in the working hospitals of the Peshawar region.

Table 7. Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.453	8.113		1.535	.265
	Resources	1.362	0.308	.798	4.422	.040
	Operations	1.521	0.403	.831	3.774	.039

a. Dependent Variable: Strategic Position

Table 7. illustrates multiple regression analysis that one unit of resource acquisition from philanthropic activities change brings positive 1.362 unit change in strategic position while one unit in operational condition brings unit 1.521 comparatively higher. Both the impacting values are representing with significant t-test values. Therefore the regression analysis values re found in support of the given hypothesis. On the basis of regression results it is providing empirical acceptance for H3: Resources development and operational condition are influencing the strategic successful in the working hospitals of the Peshawar region.

Discussion, conclusion and futures prospects:

The research study proved the role of philanthropic activities in the government sector. Hospitals are playing positive and influencing role for the development and strengthening the hospitals with good backup and support to promote their operating and resources conditions. Resources development and operational conditions improvement both are promotable on sound and need basis philanthropic activities. Therefore where ever these types of initiatives are taking place in the health sector the productive capacities will improve. But the correlation values support, accordingly, the strategic position in the stated hospitals due to resources development and operational condition improved by philanthropic condition. The reason is that philanthropic activities are itself not enough to promote the strategic position while there are other initiatives and applications to promote the strategic position for the uplift of the working condition of the stated hospitals. The role of philanthropic activities are overall found supporting and worthy therefore these types of activities need to be brought into application for mutual development and serving the communities with good hopes and prosperous condition. The research study is found compatible with research findings of Marx, 1998; Lev et al. 2008; Baskin, 2008; Bernstein, 2003; Bacchetti & Ehrlich, 2007 and Clotfelter 2007).

CONCLUSION

The research study proved the influencing role of philanthropic activities for the development of resources and operational conditions. These influencing roles are proved to be effective for the working hospitals in Peshawar region. So philanthropic activities are needed to promote the development of working activities and growing capacities.

Future prospects of the research study:

The Research study has found valuable and support for the operational conditions and resource oriented conditions. There are certain possibilities that further research could provide certain more in depth information. The possible relationship and association with this study are found possible in form of following variables.

- Logistics support for development of productive capacity
- Philanthropic activities and development of financial strengths
- Philanthropic activities and research and development oriented initiatives

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