

## Innovation and its Impact on Reducing Customer Condescension Study at AL-Qasim General Hospital / Iraq

*Qasim Obaid Nasser, Baqer Khudair Al-Hadrawi*  
*Al-Furat Al-Awsat Technical University, Iraq*

**Abstract:** With the rapid technological and industrial progress, health organizations face various challenges that require innovative solutions to these problems and unconventional thinking patterns, so the current study aims to analyze how innovation affects customers' sympathy with health care providers. To achieve this goal, the study relied on the descriptive analytical approach. Among the most important conclusions of the current study are the following: Studying the impact relationship between innovation and the customer, and providing strong support for these links, as it shows its importance and positivity in solving problems between the health institution and its customers, despite that. These variables affect how it works. Their relationship is strong. The study also recommended a set of points, the most important of which are: that innovation limits customers, so a health organization that hopes to reduce customer sympathy must improve innovation processes.

**Keywords:** innovation, customer condescension, Al- Qasim General Hospital, Iraq.

### 1. INTRODUCTION

organizations today face unprecedented challenges in light of technological and industrial advances, and increase the challenges they face, as these organizations of all kinds are the pillars of building society. which makes it in dire need of innovation, and finding unconventional solutions to the problems you face. and Innovation is a way to keep abreast of developments and achievements in health organizations and various sectors, as it works to find new solutions to support and develop an idea that already exists. but in a better and easier way to face obstacles and raise the general level. Innovation is the main pillar of success and uniqueness because it mainly depends on excellence and not imitation or innovation usual, so always research Health organizations with it in achieving success and excellence about Innovationists importance in practical life.

The importance of the current study lies in adopting a broad concept of innovation that includes administrative, technological, or additional innovation. Innovation helps the health organization deal with the disruption of the external environment and is therefore one of the key drivers of long-term success in the business, especially in the dynamic markets for survival in healthy environments. and arisestudy problem incustomer condescension as he acts arrogant most of the time as some customers have a habit of expressing their opinion on every issue. in addition, they feel that no one is more qualified than them to speak on any topic, that they are the most wonderful of all, and that health care providers should listen to them. Focus and never interrupt them. to solve this problem, the current study adopts a new idea or behavior that distinguishes between administrative innovations and technological

and additional innovations to create products healthy new have the ability to respond to challenges faster, and better exploit new products and market opportunities than non-innovative health organizations.

## 2. LITERATURE REVIEW

### 2.1. INNOVATION

that of a why is it important? at the very difficult and put a specific definition of innovation, and its difficulty is due to the fact that innovation is not limited to a specific field. there is even innovation in education, innovation in health, and innovation in technology, Innovation in economics, innovation in marketing, and innovation in entrepreneurship (Ahmad et al., 2023). In each field, the scholars of this field used to define a definition different from the definitions of innovation in other fields. when the winds of change blow, some build walls, others build windmills. and this Chinese proverb reminds us that crises present choices, and those choices, in turn, shape growth paths future for health systems (Dwivedi & Pawsey,2023). and a successful healthcare transformation is simply from maintaining basic operations to driving rapid innovation. And over the past two years, the healthcare sector has undergone a dramatic change with new business models (Yousef & Baqer, 2015), when industry leaders from pharmaceutical and medical technology companies to health systems were surveyed, 90% agreed. however, the pandemic will fundamentally change the way they do business, requiring new products, services, processes, and business models (Wang et al., 2021). and promise innovationIs the creative development to find new solutions to the problems facedindividualsin lifetheyThe innovation may be a new idea, unusual behavior, creative design, or a new method that differs from the familiar traditional methods (Audretsch & Belitski,2023: 2). The concept of innovation has gained the attention of many management writers in recent years. (Arici & Uysal, 2022: 282), and there is no doubt that this interest is due to the importance of the subject of innovation as a phenomenon with complex and multidimensional contents affecting all fields (Nodira & Rashid,2022:157). Innovation is a very complex process with multiple faces and dimensions, Interest in innovation has increased recently, as a result of the ability of innovation to solve and overcome many problems, in addition to its active and tangible role in bringing about developments on a number of levels, including the economic and social levels. (wang et al.,2023:40).It consists the special importance of innovation in maximizing intellectual effort and labor value for shifting to productivity rather than consumption, directing individual behavior and pain organized coming to initiatives. (Pei et al.,2022:12332) Many studies indicate that the differences between developed and developing countries are differences not in the extent of ownership of these countries or not having innovative minds, but rather in its ability to invest these minds optimally(Cillo et al., 2019:1023).

and so innovation has become the decisive factor in accelerating progress organized what, or other lag (Al-Taie & Al-Hadrawi, 2021) It is important to note that the importance of innovation management in organizations lies in the fact that it constitutes an important organizational tool that enables the organization to invest all its resources, and mentions (baker,2016:3).

Innovation in organizations also includes changes in the organizational structure, business design and internal processes of the organization, and new policies and strategies in addition to new control systems (Bigliardi et al.,2020:1132) that the ability of pain organized the ability to come up with what is new in a way that adds more value and faster than competitors in the market is one form of innovation. the current study addressed innovation through three dimensions:

**Administrative Innovation:** one area covered by innovation is managerial innovation, which is concerned with renewing relationships and business strategies within an organization health

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(Brillantes,2019:245), where it is known in the public sector to:"The rise of painsystemsThe public sector will develop new policy designs and standard operating procedures and new to address policy problems".It also establishes work rules in organizationshealthAs a practice and a system it is one of the competences of organized management innovation (Arundel et al., 2019: 790). In light of modern administrative trends towards advanced organizational structures, administrative innovation solves administrative problems, and adopting new business strategies (Khosravi et al.,2019:696).and Simplify existing work systems into more intuitive procedures, and making appropriate structural changes to serve organizationshealthand achieves its objectives, as well renewing the current organizational patterns and liberating them from traditional ones to more impactive ones. (Nandal et al., 2020:1277).

**Technology innovation:** and technological innovation, as mentioned in many management literature, is defined as: "Bringing about changes by introducing new technology related to the main business activity in health organizations, which includes products" (Zhang et al.,2023). as he knows it: "Every new or every improvement in health products or in the method and methods of production that takes place in the health organization by raising the impact fullness of health care, Improving the quality of health products thus ensuring a competitive advantage for the health organization"(Saura et al.,2023). There is a group of characteristics that are associated with technological innovation, namely: the close connection with production and productivity, as any innovation that does not lead to a change in the health product or an improvement in a previous health product is not considered innovative. (Opland et al., 2022:256). AndSpread and influence, as technological innovation is a decisive factor in competition and in the dynamics of the free market.Ding et al.,2022). And Thus achieving competitive advantage (Al-Hadrawi & Jawad, 2022). and Reducing costs, as technological innovation, unless it reduces the cost of production and competes with other health products, is not considered an innovation based on accurate information and approved measurements. (Hao et al., 2023).

**Ancillary innovation:** and Incremental innovation is defined as: innovation that goes beyond traditional jobs (Lowrey et al.,2019:2134), and this type of innovation focuses on paying attention to customers by providing additional health services that enhance the sustainable competitive advantage of health organizations in achieving customer satisfaction..It must be noted that additional innovations in health organizations differ pnAdministrative innovation and technological innovation,Whereas administrative innovation is concerned with work mechanisms and systems,Technological innovation is concerned with the product itself. (Huo et al.,2018:991).. AndAdditional innovation is concerned with the mechanism of providing services to customers in a distinctive way, so that all of them are integrated in the formulation of a distinct work system In light of the rapid technological changes (Al-Hadrawi & Jawad,2022: 2) and Therefore, organizations must adopt clear and comprehensive methodologies to play their role in the context of health work, while paying attention to all forms of innovation aforementioned, and work to create a suitable environment for innovation. (brandl et al.,2018: 1155).

## 2.2. CUSTOMER CONDESCENSION

It is intended to empathize with customers by completely masking employee influence, or channeled by customers into their frustrations toward employees, and can lead to the use of condescending language by the customer to derail conversations, and over time disrupt healthy communities. (Fournier et al., 2002:4). It is common for customers to shrug off without realizing it (Wong et al., 2014:183), but a lack of intent partially mitigate the damage it can cause, thus detecting condescension is a potentially high-impact task in the psyche of healthcare providers (Spertus,1997:1062). The deeper challenge for healthcare providers is that it is often impossible to detectcondescension of the individual statements of customers because: one of the characteristics of condescension language is that it is not explicitly negative or critical, but may include insincere praise (Huckin, 2002:157).AndTendscondescension to

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rely on a pair of conflicting pragmatic assumptions i.e. the assumption that the client has a higher social status than the healthcare provider, and the healthcare provider's assumption that this is not true. For example, a perfectly friendly statement made by one friend to another might be perceived as very condescension if said by a client to a healthcare provider, and in such cases the participants' social roles are shaped in certain ways to achieve two very different outcomes (Andersson & Pearson, 1999).

And there are some behaviors that health care providers see that they usually do not present well and that they reinforce condescension, studies show that 75 to 90% of communication is non-verbal. So when healthcare providers feel that a customer is talking to them with condescension, it's usually as much about what they say as it is about how they say it, and there are some condescension behaviors of customers that are worth noting:

**customer condescension with his level of intelligence:** The customer thinks he is the most amazing of all and the health care providers should listen to him with focus and not interrupt him. Because he brags about how smart he is and takes every opportunity to let them and the whole world know about it, and since he acts that way he doesn't think much of them, giving that smile condescension to make the healthcare provider feel less than themselves, so that they feel that no one should ignore what they do or say (Wang & Potts, 2019).

**customer condescension know-it-all:** There is nothing wrong with sharing and trusting what the customer knows, but there is a fine line between condescension and humility, no one likes a know-it-all customer. The customer is inclined condescension requires explaining things, even simple things, that most clients already know, which is annoying for healthcare providers because they feel the client assumes they don't have the same knowledge as he does. Sometimes he also tends to make unnecessary noise so that he can hide his ignorance (Thapar-Björkert et al., 2016:146).

**Giving the customer unsolicited advice:** Some clients have a habit of giving their opinion on every issue, and they feel that no one is more qualified to speak on any subject than they are. But the problem is that this customer wants the health care provider to listen to him and accept him even if he thinks his advice is rubbish and ridiculous, this is because these customers think that their opinion is something that the world can not miss. Sometimes they think they are doing the health care provider a favor (Jex et al., 2003).

**Show off the customer's courage:** While the customer brags about his superiority and acts arrogant most of the time, this customer is full of insecurities, and he hides it by wearing a fake mask of self-confidence and intelligence. This customer also shows most of the time that he has courage in front of healthcare providers but the truth is that he never has (Weber, 2004).

**Customer brags about their accomplishments:** The client spends their time presenting themselves, showing off their talents, their accomplishments, and everything they have. These clients feel like they are better than the healthcare provider and everyone else, and they have this need to project the perceived greatness that they believe they have. Healthcare customers are inclined condescension to a sense of insecurity and they do this to enhance their image and show how much they are improving, especially in front of health care providers. It may be because this is their way of making up for shortcomings that they hope no one will ever know about (Pearce, 1995).

**Making the customer the center of attention:** When the healthcare provider speaks, the client will either act bored or change the subject instead of understanding what they are saying, and will refuse to listen. Because the healthcare provider gets the attention they think they can get (Witt & Stewart, 1996), he would bring the conversation back to himself. This is his way of showing that what he is going to say is more interesting and more important than the health care provider, and he never allows any caregiver

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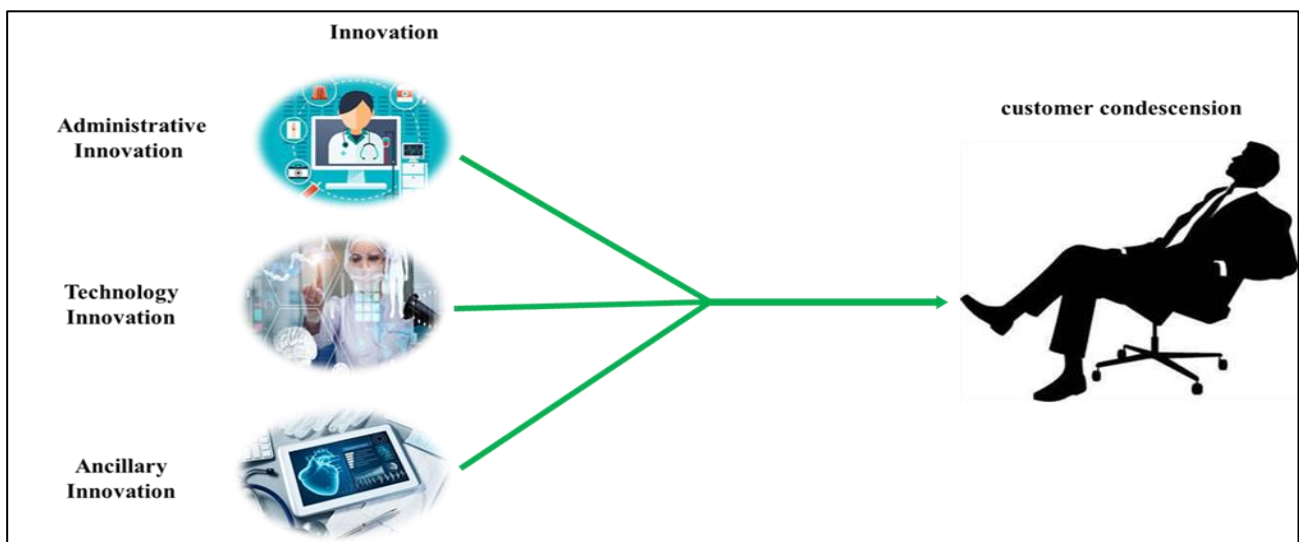
to speak because he feels his voice is more important than the health care provider or any other individual (Cook,2010:132).

**The customer thinks he is always right:** The client believes that he is always right, so he may mistreat the healthcare providers as a way to show his superiority. Besides condescending and expressing his anger towards health care providers and questioning their competence, even if he made a mistake or did something wrong, he will not admit it, and may push the facts to the health care provider (Burnfield et al.,2004). Based on the above, the following hypotheses were formulated:

**(H1)** There is a statistically significant positive moral impact relationship between administrative innovation and customer condescension with health care providers in Al-Qasim General Hospital.

**(H2)** There is a significant positive moral impact relationship between Technology innovation and customer condescension With health care providers at Al-Qasim General Hospital.

**(H3)** There is a statistically significant positive moral impact relationship between adjunctive innovation and customer condescension with health care providers in Al-Qasim General Hospital, and based on these above hypotheses, a hypothetical study scheme was formulated. (see Fig1):



**Figure (1) Scheme of the hypothetical study**

### 3. DATA AND METHOD

The researcher used the questionnaire as a tool for collecting information, and to ensure the credibility of the sample in its accurate and adequate representation of the study community. the valid for statistical analysis amounted to (332) questionnaires, and the response rate was (94%), which is a high and correct rate. for statistical analysis. the first part included covering the personal information of the studied sample. as for the second part, it was devoted to measuring the innovation variable, which included (13) items divided into three dimensions: administrative innovation (5 elements), technological innovation (4 elements), and additional innovation (4 elements). And choosing five answers: (completely agree, agree, neutral, disagree, totally disagree) The third part was allocated to the variable measurement and the customer excellence scale was adopted (Zuhour & Siddiqi, 2021). A one-dimensional scale was used. it consists of (5) questions five (Likert) scale statements, select five answers: (strongly agree, agree, neutral, disagree, totally disagree)

#### 4. RESULTS

table No. (1) shows the results related to the respondents' responses to innovation variable, arithmetic averages and standard deviations for all innovative items, and the arithmetic averages ranged between (2.59) and (3.99), and the standard deviations ranged between (0.101) and (1.88). Innovation axes items (3.71).

Table No. (1) Arithmetic means and standard deviations for all paragraphs of the innovation axes:

Paragraph number	Paragraphs	SMA	standard deviation	Order	Appreciation
<b>Administrative innovation</b>					
1.	The hospital management adopts new standard operating procedures to address problems.	3.71	1.23	3	high
2.	Hospital management develops new policy designs followed.	3.12	1.65	4	middle
3.	The hospital management adopts new and innovative business strategies.	3.79	1.18	2	high
4.	The management of the hospital simplifies the existing work systems and makes them more accessible.	2.93	1.41	5	low
5.	The hospital administration works to bring about structural changes to serve it and achieve its goals.	3.85	2.65	1	high
<b>Technology innovation</b>					
1.	The hospital management is making changes by introducing new technology related to the main business activity.	3.85	1.88	3	middle
2.	Hospital management relies on accurate information and approved measurements.	2.86	0.101	4	low
3.	The hospital administration seeks to improve the health product through advanced technology.	3.97	1.77	2	high
4.	The hospital administration works to raise the impactiveness of health care.	3.99	1.79	1	high
<b>Ancillary innovation</b>					
1.	The hospital management takes care of customers by providing additional health services.	3.85	1.45	2	high
2.	The hospital administration works to provide services to patients in a distinctive way.	3.90	1.75	1	high
3.	The hospital adopts clear health methodologies in performing healthcare work.	2.59	1,010	4	middle
4.	The hospital administration works to create the appropriate climate for additional innovations.	3.61	1.82	3	high
5.	The general arithmetic mean for all items of innovation.	3.71	1.45		Middle

shows a table (2) The results of the respondents' responses, the arithmetic means and standard deviations for all paragraphs of the customer condescension variable, and ranged from low to high, as the arithmetic means ranged between (2.83) and (3.92), and the standard deviations ranged between (1.24) and (1.75) It turned out to be the arithmetic mean of all the vertebrae of the axes customer condescension reached (3.68).

ScheduleNo. (2) The arithmetic means and standard deviations for all paragraphs of the customer condescension axes:

Paragraph number	Paragraphs	SMA	standard deviation	Order	Appreciation
<b>customer condescension</b>					
1.	Customers take their anger out on employees.	3.63	1.24	4	Low
2.	Customers make disparaging comments about employees.	3.92	1.54	1	High
3.	Customers take their frustrations out on the organization in the employees.	2.83	1.36	2	High
4.	Customers make personal verbal attacks against employees.	3.66	1.75	3	Middle
5.	Customers feel they are being looked after.	3.49	1.38	5	Low
6.	The general arithmetic mean of all vertebraecustomer .	3.68	1.74		Middle

It is clear from the table (3) The impact of innovation (the independent variable) in reducing customer condescension (the dependent variable) is statistically significant, as the value of (calculated F) amounted to (13.101) and the significance level of Sig equals (0.000), which is less than (0.05), and the value of the coefficient of determination was (R2) is equal to (.554), which confirms the significance of the regression. and we find the value of (B) for a variableAdministrative innovationShe was (349.) The T value of this variable was (2.105), with a significant level of (0.014), which is less than (0.05), which confirms the significance of the regression coefficient. As for the Technology Innovation variable, the value of (B) was (269), and the T value for this variable was 2.510, with a significant level of (0.013), which is less than (0.05), which confirms the significance of the regression coefficient. While the value of (B) for the Ancillary Innovation variable amounted to (.411), and the T value for this variable was (4.123), with a significant level of (0.009), which is less than (0.05), which confirms the significance of the regression coefficient. from the foregoing and through the results mentioned above, the hypotheses are accepted that there is a statistically significant positive impact of the dimensions of innovation in the study: administrative Innovation, Technology Innovation, Ancillary Innovation in reducing customer condescension at Al-Qasim General Hospital.

Table 3: results of regression model

DV	R2	F calculated	Sig F Calculated	IV	$\beta$	standard error	T calculated	Moral level
<b>customer condescension</b>	.554	13,101	0.000	Administrative innovation	349.	.134	2,105	0.014
				Technology innovation	269.	.114	2,510	0.013
				Ancillary innovation	.411	.112	4,123	0.009

## 5. Conclusions And Discussion

results the current study indicates that there is a positive relationship between innovation and customer status. and that the first contribution of this study to the literature is to examine such relationships, as the results of this study provide additional evidence to the previous literature that innovation has a positive impact in reducing customer condescension. the results showed that the impact after administrative

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innovation became customer condescension situation more powerful than the other dimensions. whereas, another contribution of this study is related to the measurement of innovation and customer compromise. instead of adopting a cultural perspective like the previous literature, this study uses a broad measure of innovation, which covers the number of products, processes, and managerial innovations, proactive or reactive. the nature of those innovations and the resources health organizations devote to innovation.

in short, the current study contributes to education through: studying the influence relationship between innovation and the customer's condescension, and providing strong support for these links, as it was found to be important and positive in solving problems between the health institution and its customers, although these variables affect the strength of the relationships between them. The current study uses a sample of health care providers in Qassim general hospital, while the results of this study have implications for health care providers, and although the idea of the impact of innovation on customer condescension has gained recognition among researchers, how this process is implemented remains unknown. clear. this finding appears to be particularly important for health organizations that operate in highly disruptive environments, and the current study finds a number of recommendations: health organizations should promote the acquisition of new knowledge to facilitate innovation processes, for example, by having health care providers attend conferences and seminars regularly to stay abreast of developments. advanced technological standards, standardizing research and development policy and promoting the development of new ideas and experimentation within a health organization. Promote the distribution and interpretation of knowledge within the health organizations, for example, by using formal mechanisms to ensure that best practices are shared between different organizations, departments of healthcare providers, have them talking to each other, use teamwork and hold individuals accountable for collecting and distributing suggestions from providers internally healthy. the current study recommends that innovation limits customer s, and the health of the organization hoping to reduce customer empathy improves innovation processes.

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