

# EFFECT OF RELATIONSHIP TYPES ON THE BEHAVIORS OF HEALTH CARE PROFESSIONALS

Yi-Tseng Lin<sup>1</sup>, Shi-Woei Lin<sup>2</sup>

<sup>1</sup>College of Management, Yuan Ze University,  
135 Yuan-Tung Rd., Chung-Li 32003, Taiwan ROC

<sup>2</sup>Department of Industrial Management  
National Taiwan University of Science and Technology,  
43 Keelung Road, Section 4, Taipei 106, Taiwan ROC  
<sup>1</sup>s1007116@mail.yzu.edu.tw, <sup>2</sup>shiwoei@mail.ntust.edu.tw

## ABSTRACT

Human's behavior and attitude can be highly influenced by two types of relationship, communal relationship and exchange relationship, and the moral-oriented social norms and the money-oriented market norms applied mechanically in these two relationships, respectively. While there is a great deal of general literature discussing the effect of relationship types on interpersonal interaction, there are limited number of studies focusing on the relationship types between organizations and their members and whether the introduction of monetary incentives affect the relationship types. Taking healthcare industry as an example, this study aims to explore how the types of relationship (communal vs. exchange relationship) between hospitals and medical staffs influence their attitude. Furthermore, we also want to investigate whether different types of reward (monetary vs. nonmonetary incentives) provided by hospitals affect or alter the types of relationships a medical staff originally had. We expect the results of this study can provide some suggestions for designing compensation plan in healthcare industry and important general managerial implications to managers in other industries.

**Keyword:** communal relationship; exchange relationship; nonmonetary incentive; monetary incentive; healthcare industry