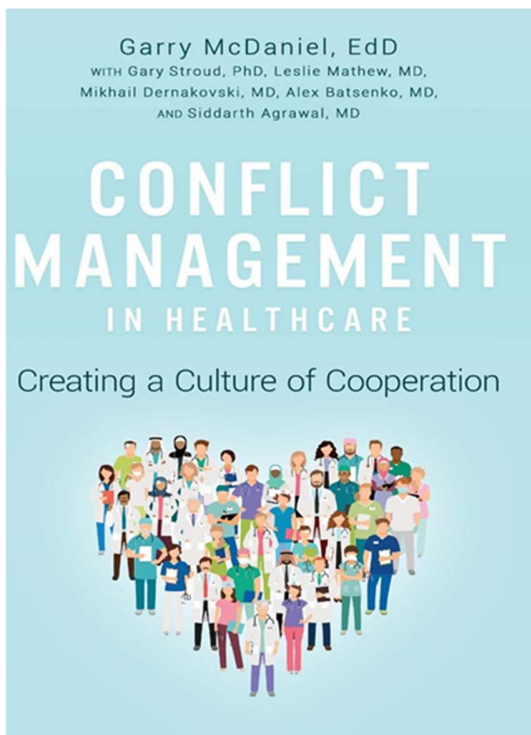


## WSB Faculty and MBA Graduate Publish Book

Pursuing an MBA offers both faculty and students an opportunity to identify problems and offer solutions to make organizations and communities more effective. WSB is proud to announce that Dr. Garry McDaniel, Professor of Human Resources, and Dr. Siddarth Agrawal, MD, collaborated with several other experts to publish a book, *Conflict Management in Healthcare: Creating a Culture of Cooperation* that is now available through Amazon and other outlets. “The idea for the book was a recognition of the enormous stress and challenges the COVID pandemic has brought to the healthcare industry around the world,” explains Dr. McDaniel. Dr. Agrawal added, “As a medical doctor in Poland myself, it has been difficult to see such hard working doctors, nurses, orderlies and employees in healthcare dealing with so much conflict on the job.”

Dr. McDaniel observes, “Our book recognizes that simply having the skills to resolve conflict is not enough when one also works in a culture that either allows or turns a blind eye to inappropriate interactions or behavior. Consider that a central principle of the healthcare profession is caring for others. Yet in healthcare settings, the level of conflict among healthcare professionals and administrators is often rampant. As a result, patient care suffers, and poor communication, bullying, hazing, harassment, and incivility is often widespread and tolerated in hospitals, nursing homes, rehabilitation centers, and clinics across the world.”



*Conflict Management in Healthcare: Creating a Culture of Cooperation* explains how to create an organizational culture and develop the interpersonal skills to turn everyday conflict into opportunities for enhancing interpersonal, team, and organizational relationships and patient care. The book offers readers with a clear understanding of how to create an organizational culture that encourages cooperative behavior, a model for resolving conflict, a primer on effective communication skills, and guidance on how to coach others who are in conflict.

**Endorsements of the book have come from several top administrators in healthcare.** Professor Maria Sierpinska, Chancellor of the University of Economics and Human Sciences in Warsaw, and Economic Counsellor of the Prime Minister of Poland said, “*Conflict Management in Healthcare: Creating A Culture of Cooperation* is a roadmap to help healthcare professionals navigate the world of escalating demands, work overload, and recurring conflict among medical stakeholders. It is particularly important for senior

managers and coordinators who manage different types of healthcare activities.” Lukasz Czajkowski, Development Projects and Marketing Department Manager, Latawiec Hospital supported this view observing, “Health care organizations are entities whose environment, by its very nature, is characterized by a high probability of conflict situations. Conflict results from the importance of decisions made in particularly exceptional circumstances for all stakeholders, including staff, patients, and their families. The potential for conflict increases even more as societies become more aware of service quality requirements and diagnostics and treatment possibilities provided by technological progress. *Conflict Management in Healthcare: Creating A Culture of Cooperation* provides practical solutions to overcome this problem. It provides clear guidance for the direction health care sector entities should go in terms of conflict management in stakeholders' growing expectations. This publication will be useful for both managers and healthcare professionals, especially where the organizational culture is not yet well established. It will support the shift to a proactive approach, seeking to eliminate unproductive disputes by creating a culture that engages conflict.”

Dr. Agrawal also stressed, **“While the title of our book is focused on healthcare, the knowledge and skills to resolve conflict are easily applied to any organization. We have provided training not just to hospitals, but educational institutions, non-profits, government, retail and manufacturing.”**

Professor Grzegorz Mazur, MD, PhD, Head of the Department and Clinic of Internal Medicine, Occupational Diseases, Hypertension and Clinical Oncology at Wroclaw University Hospital summed up the value of this book, stating, “Healthcare professionals hold in their hands the most precious things – human beings' health and life; thus, they are expected to do their best every day. However, this sort of work is extremely exhausting and stressful, so interpersonal conflicts on various levels are unavoidable. Not many professionals are good at solving this sort of problem, and such skills are still not enough developed during medical education. This excellent book can be a wise, helpful guide in managing conflicts for both all healthcare employees and administration. The knowledge provided by this book will lead you to better cooperation and make your work more satisfactory and effective for you and your patients!”

**The book is available for pre-order on Amazon now, and on January 29, 2021, Amazon is offering a one day only book launch price of 99-cents for the Kindle edition.**

<https://www.amazon.com/Conflict-Management-Healthcare-Creating-Cooperation/dp/1646632141>