Preface

The emergence and prevalence of cyberbullying in health organizations pose a significant challenge. This includes navigating manifestations, understanding contributing factors, and implementing effective intervention strategies. The increasing use of technology introduces challenges related to cyberbullying in the healthcare sector. Addressing these challenges requires a cultural shift to establish a secure and respectful digital environment for healthcare professionals and patients. Understanding the impact of performance monitoring on patient-orientation among hospital employees introduces challenges related to managing perceptions, motivations, and potential negative effects on customer satisfaction and business performance. The multifaceted nature of cyberbullying in healthcare workplaces presents challenges, including defining and addressing various expressions of cyberbullying and developing specialized assessment scales, policies, training programs, and support networks. While emphasizing the importance of proactive measures for prevention and well-being in individual and workplace contexts, challenges include developing clear policies, establishing effective threat assessment teams, and providing psychological support to foster a safe and positive work environment. Tackling chronic pain among migrant workers introduces challenges related to developing a herbal database, conducting expert analysis, and implementing a community-based rehabilitation program in a culturally diverse context. he increasing problem of cyberbullying in the medical community raises challenges associated with stress, burnout, and the ethical and legal considerations involved in investigating and reporting cyberbullying against healthcare professionals.

ORGANIZATION OF THE BOOK

The book is organized into nine chapters. A brief description of each of the chapters follows:

Chapter 1. This study addresses the emerging issue of workplace cyberbullying in health organizations, conducting a content analysis of 50 articles to produce a strategic framework encompassing education, policies, procedures, and organizational changes as intervention strategies. The comprehensive framework facilitates health organization managers in systematically addressing and mitigating workplace cyberbullying, while providing researchers with guidance for examining the effectiveness of these strategies.

Chapter 2. This chapter explores the impact of technology on healthcare cyberbullying, analyzing causes and effects through content analysis of case studies and literature, offering policy options, and advocating for a culture change to foster a secure and respectful digital environment for healthcare professionals and patients.

Chapter 3. This chapter introduces a model exploring the impact of performance monitoring on patient-orientation among hospital employees, emphasizing the link between employees' perceptions and motivations and patient outcomes, highlighting potential negative effects on customer satisfaction and business performance, and offering managerial insights for navigating the complexities of healthcare workplaces.

Chapter 4. This chapter provides a comprehensive overview of cyberbullying in the healthcare workplace, defining and exploring its various expressions, assessing unique challenges within healthcare settings, and proposing the need for specialized assessment scales, policies, training programs, and support networks to enhance health workers' resilience. The study encourages future research on the impact of evolving technologies and cultural differences, offering valuable insights for academics, policymakers, and healthcare organizations aiming to create a secure and supportive environment for healthcare professionals.

Chapter 5. This chapter explores the multifaceted issue of cyberbullying, addressing its severity, prevalence, and challenges posed by digital communication, emphasizing the importance of proactive measures for prevention and well-being in both individual and workplace contexts. The focus extends to workplace cyberbullying, delving into its forms, psychological effects, productivity impact, and prevention strategies, advocating for clear policies, threat assessment teams, and psychological support to foster a safe and positive work environment.

Chapter 6. This project in Malaysia focuses on tackling chronic pain among migrant workers by developing an herbal database, conducting expert analysis, and implementing a community-based rehabilitation program.

Chapter 7. This chapter outlines workplace cyberbullying, an escalating issue involving electronic communication for harassment within professional settings. It covers manifestations like online harassment, exclusion, and impersonation, affecting individuals and workplace culture. Contributing factors include power imbalances and organizational culture. The abstract emphasizes the need for strategies to prevent and intervene in this evolving challenge.

Chapter 8. This chapter addresses the growing problem of cyberbullying in the medical community, exploring its types, frequency, and underlying causes such as stress and burnout. It emphasizes preventive measures like training and education, delving into ethical and legal considerations associated with investigating and reporting cyberbullying against healthcare professionals.

Chapter 9. In the COVID-19 pandemic, a new challenge emerges in the digital realm – a surge in cyberbullying fueled by social isolation. This article explores the intricate connection between isolation measures and the alarming rise in online harassment. Lockdowns and distancing have turned the online space into both a refuge and a battlefield, revealing unique consequences of isolation. The pandemic has reshaped cyberbullying, with increased screen time, online education, and heightened social media engagement playing complex roles. As social isolation heightens vulnerability, the line between physical and digital blurs, exposing individuals to online harassers. The article acknowledges the profound impact of social isolation on mental health, with pandemic stressors and online anonymity fostering anxiety among cyberbullying victims. Educational settings, grappling with remote learning challenges, also experience the ripple effects of cyberbullying. Despite these challenges, coping strategies and support mechanisms emerge, aiding individuals in navigating the digital landscape safely.

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