

2011 International Conference on Environmental Science and Engineering
(ICESE 2011)

Research on Health Human Resources of the Forest Industry Region in Heilongjiang Province Based on SWOT Analysis*

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Abstract

This thesis will comprehensively analyze the internal conditions (superiority and inferiority) and external environment (opportunities and threats) of health human resources of the forest industry region in Heilongjiang province based on SWOT system. Then it will provide the development strategy on health human resources in order to promote the development in the forest industry region.

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Keywords: Forest industry, SWOT analysis, health human resources

1. Introduction

Health human resources is not only an important part in health system of a country or an region, but the key to maintain and improve its own capabilities as well^[1]. Health human resources in the forest region take charge of improving the health of workers and residents in this region, extending healthy lives and improving high quality of life. So the research on health human resources in forest region can promote the country's health service development and economic development.

* This work is partially supported by university funding from Heilongjiang Science foundation for young (QC2010095), Heilongjiang provincial humanities and social science research project(11554034)

2.Data and methods

2.1.Data source

The data source of this research is from 2009 basic-level medical health talented person troop questionnaire (province industry summary total table) and the 2009 China health statistics yearbook.

2.2.Method

This thesis will comprehensively analyze the various factors such as enterprise internal strengths and weaknesses, external opportunities and environmental threats based on SWOT in order to select the best strategy. It will inquire the development strategy on health human resources of the forest industry in Heilongjiang province.

3.Results and analysis

Heilongjiang forest industry region is China's largest state-owned forest and industry group, with existing staff 725,000 workers and the population of 1,547,000. There are 560 health institutions and health personnel 6,224 persons.

3.1.Health human resources of forest industry region in Heilongjiang based on SWOT analysis method unavoidable. Health human resources based on SWOT analysis

1) Strength

①Abundance of total health human resources relative to forest health needs in the forest region. In 2009 health technical personnel are 6.63 per 1,000 people in Heilongjiang forest industry region, which is much higher than the average level in Heilongjiang province and our country (respectively 4.23 and 3.81 persons) relative to people's health needs in forest region. Therefore, from quantity health technical personnel can satisfy the demand of health human resources by residents in forest region.

②The basic staffing solution attracting technical personnel to the grass-roots practice. Primary health technical personnel of basic unit belong to enterprises workers with official staffing. This preferential policy attracts a group of health technical personnel to work in the basic unit, which can't be enjoyed by the local basic-level clinics.

③Establishment of hospital brand advantage with the help of cooperative units in industry medical institutions. Under the intense competition of health care market, part of forest medical institutions selects to cooperate with provincial famous hospitals. This not only improves the hospital's fame and attracts some patients, but also improves medical technology level and personnel training, which is beneficial to the hospital long-term development.

④Certain attractiveness to the system outside masses of forest industry health institutions. Along with creasing financial investment to the industry enterprises subordinate to medical institutions, forest medical institution's technical level and equipment have been strengthened ceaselessly, which possess certain advantages comparing with rural hospitals. This makes the forest health organization not only serve worker and families within the system, but also receive local people's approval.

2) Weakness

① Shortage of talents with high-education and high-quality. Every hospital focuses on the possession of senior personnel, especially entrancement. Relative to the health department of health

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