

BEHAVIORAL CHANGE THEORIES AND THEIR APPLICATION TO STRESS MANAGEMENT IN SELECED HOSPITALS IN GUWAHATI: A COMPARATIVE STUDY

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Journal	Samvakti Journal of Research in Business Management https://www.samvaktijournals.com/sjrbm e-ISSN : 2582-8347 Volume 6 Issue 1 (2025) Page No : 42 - 62
Discipline	Business Management
Conference	Innovating for a Circular Future: Strategies, Solutions and sustainability
Conference Dates	Start Date: October 18, 2024 End Date : October 18, 2024
Institute Name	Royal School of Commerce, Federation of Industry & Commerce of North Eastern Region
Date Received ID	: February 22, 2025 : sjrbm.2025.18
Publication Date: Paper Type	: March 19, 2025 : Conference Paper

Access Type : Open Access ([Attribution-NonCommercial-NoDerivatives 4.0 International](#))
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ABSTRACT

Healthcare professionals including doctors, nurses, and administrative staff, face high levels of stress, impacting their well-being and job performance. This comparative study focuses on the application of various behavioral change theories to manage stress in hospitals in Guwahati, Assam. The study aims to compare the effectiveness of these theories in reducing stress, improving personal health, and enhancing the overall sustainability of healthcare systems by linking it to the concept of a circular future. Key behavioral change theories such as the Transtheoretical Model (TTM), Social Cognitive Theory (SCT), and Theory of Planned Behavior (TPB) are examined to understand how they can drive sustainable stress management practices. Each theory's principles are applied to interventions designed for healthcare professionals, considering the unique

stressors and challenges faced by doctors, nurses, and administrative staff. The Transtheoretical Model is used to evaluate readiness to adopt new coping strategies, while Social Cognitive Theory focuses on the role of self-efficacy and social support. Theory of Planned Behavior helps predict stress-related behaviors by analyzing attitudes and intentions. Incorporating these behavioral change theories contributes to a broader framework of innovating for a circular future, where the health and well-being of professionals are viewed as essential resources for a sustainable healthcare system. Sustainable stress management leads to reduced burnout, higher retention rates, and enhanced workplace efficiency, reflecting the circular economy's emphasis on resource optimization.

The study employs a mixed-methods approach, including surveys and interviews, to assess the impact of these theories on stress reduction and health improvement. Results show that combining behavioral change theories with sustainability strategies fosters a resilient healthcare environment. By integrating circular innovation principles, hospitals can develop solutions that not only manage stress but also contribute to long-term organizational and personal sustainability.

Keywords- Behavioral Change Theories, Stress Management, Sustainable Health Workforce, Personal Health Improvement, Innovation in Stress Reduction.

INTRODUCTION

Background and Significance of the Study

Stress is a widespread issue in healthcare, particularly among professionals who work in high-pressure environments such as hospitals. The physical, mental, and emotional toll on healthcare workers can lead to burnout, decreased job satisfaction, and reduced quality of care. In Guwahati, a growing urban center in Northeast India, healthcare professionals face significant stress due to increasing patient numbers, resource constraints, and long working hours.

Understanding the effectiveness of various behavioral change theories can help healthcare organizations implement tailored interventions that address the unique challenges faced by healthcare professionals. By promoting sustainable stress management practices, hospitals can improve staff morale, reduce turnover rates, and enhance patient care quality.

Overview of Stress Management in Healthcare Settings

Stress management in healthcare often involves interventions such as relaxation techniques, peer support, and organizational changes. Behavioral change theories offer a structured approach to understanding how healthcare professionals adopt these strategies and the barriers they face.

Importance of Sustainable Practices

Sustainable stress management practices are those that healthcare professionals can adopt long-term, without causing additional burden. Behavioral change theories provide a roadmap for identifying effective and sustainable interventions that promote ongoing self-care and mental resilience.

OBJECTIVE OF THE STUDY

- To compare the effectiveness of various behavioral change theories in managing stress among healthcare professionals.
- To assess how these theories support sustainable stress management practices and contributes to the holistic well-being of healthcare staff.

RESEARCH QUESTIONS

- How effective are various behavioral change theories in managing stress among healthcare professionals in Guwahati hospitals?
- Which behavioral change theory shows the greatest impact on promoting sustainable stress management practices?
- How do different behavioral change theories influence the holistic well-being of healthcare staff in Guwahati hospitals?
- What are the key challenges in implementing behavioral change theories for stress management in Guwahati hospitals?

LITERATURE REVIEW

Overview of Stress and Its Impact on Healthcare Professionals: ^[1]Stress in healthcare environments stems from various sources, including long work hours, emotional strain from patient care, ethical dilemmas, and insufficient resources. Chronic stress can lead to burnout, a state of emotional, physical, and mental exhaustion. In Guwahati hospitals, the stress is compounded by region-specific factors such as limited

healthcare infrastructure, lack of adequate mental health support, and cultural stigmas associated with stress. Healthcare professionals experiencing high levels of stress often report symptoms such as fatigue, irritability, anxiety, and depression, all of which can compromise patient care and safety. Effective stress management strategies are essential to mitigate these effects and ensure that healthcare workers can perform their duties efficiently.

Behavioural Change Theories in Health and Their Application: ^[2] Behavioral change theories provide frameworks for understanding how individuals can adopt healthier behaviors, including stress management techniques. These theories are grounded in psychology and offer strategies for shifting individuals' attitudes, beliefs, and behaviors toward reducing stress and promoting well-being.

Health Belief Model (HBM): ^[3] The Health Belief Model posits that individuals are more likely to engage in health-promoting behaviors if they believe they are susceptible to a health issue, perceive it as severe, and recognize that taking a specific action would benefit them while minimizing barriers. In the context of stress management, healthcare professionals may be motivated to adopt stress reduction techniques if they perceive high personal risks associated with unmanaged stress, such as burnout or compromised patient care.

Application in Guwahati Hospitals:

^[4]**Awareness Campaigns:** Conducting workshops and seminars that highlight the risks associated with unmanaged stress can increase awareness among healthcare workers.

Reducing Barriers: Providing accessible resources and support can help mitigate perceived barriers to engaging in stress management practices.

Transtheoretical Model (Stages of Change Model): ^[5] This model emphasizes that behavior change occurs in stages: precontemplation, contemplation, preparation, action, and maintenance. Each stage represents a different level of readiness to change, and interventions can be tailored to individuals' current stages.

Application in Guwahati Hospitals:

^[4]**Tailored Interventions:** Developing targeted programs that align with the stages of change, such as providing information for those in precontemplation and skills training for those ready to act.

Support Groups: Establishing peer support groups to encourage sharing experiences and strategies among healthcare professionals.

Theory of Planned Behavior (TPB):^[6] According to the Theory of Planned Behavior, an individual's intention to engage in a behavior is influenced by their attitudes, perceived social norms, and perceived control over the behavior. In the context of stress management, if healthcare professionals believe that reducing stress will positively impact their performance and well-being, they are more likely to engage in stress reduction behaviors.

Application in Guwahati Hospitals:

[3]Promoting Positive Attitudes: Initiatives to promote the benefits of stress management can enhance positive attitudes among healthcare workers.

Leveraging Social Influence: Utilizing peer influence and support to encourage participation in stress reduction activities.

Social Cognitive Theory (SCT):^[3] SCT emphasizes the role of self-efficacy, or the belief in one's ability to manage a situation, as well as the influence of social environments on behavior change. Individuals are more likely to engage in health-promoting behaviors when they feel confident in their ability to succeed and when they have supportive social networks.

Application in Guwahati Hospitals:

[4]Training Programs: Implementing training sessions to build self-efficacy in stress management techniques, such as mindfulness and relaxation exercises.

Mentorship Programs: Encouraging mentorship and role modeling to reinforce positive behaviors and provide social support.

Existing Research on Stress Management in Healthcare:^[7] Previous studies have investigated a range of interventions to alleviate stress among healthcare workers, such as mindfulness-based stress reduction, cognitive behavioral therapy, and workplace wellness programs. However, there is a lack of research on the application of behavioral change theories to stress management within the unique context of hospitals in Guwahati. This study aims to address this gap by comparing the effectiveness of various theories in promoting sustainable stress reduction practices.

Stress Management Strategies Based on Behavioral Change Theories

[8]Health Belief Model Strategies: Using the HBM, Guwahati hospitals can implement awareness campaigns that highlight the personal and professional risks of unmanaged stress and the benefits of stress management. Workshops and seminars on stress

reduction techniques can help healthcare workers perceive fewer barriers to adopting these practices.

Comparative Analysis of Behavioral Change Theories

Effectiveness in Managing Stress: ^[9]Each behavioral change theory offers distinct strategies for addressing stress among healthcare professionals. The Health Belief Model excels in raising awareness about stress, while the Transtheoretical Model provides a structured approach for tailoring interventions based on an individual's readiness to change. The Theory of Planned Behavior highlights the influence of attitudes and social norms on behavior, whereas Social Cognitive Theory emphasizes the role of self-efficacy and social support. Self-Determination Theory, meanwhile, underscores the importance of autonomy and competence in managing stress.

Sustainability of Stress Management Approaches: ^[10]Sustainable stress management requires ongoing effort and support. Theories that prioritize intrinsic motivation, such as Social Cognitive Theory and Self-Determination Theory, are more likely to promote lasting behavioral changes. These approaches encourage a sense of ownership and commitment to stress management practices, contributing to the long-term well-being of healthcare professionals.

Holistic Well-Being: ^[11]Applying these behavioral change theories not only aids in stress management but also enhances the holistic well-being of healthcare professionals. By addressing emotional, psychological, and social dimensions, these theories foster resilience, job satisfaction, and overall mental health, contributing to a more balanced and fulfilling professional life.

RESEARCH METHODOLOGY

Research Design

Need for the Study

Healthcare professionals in Guwahati face stressors distinct from those in other regions due to specific healthcare challenges. The study is necessary to evaluate how behavioral change theories can address stress in this unique context.

Nature of the Study

This mixed-method study includes both quantitative surveys and qualitative interviews to compare the effectiveness of different behavioral change theories. A comparative

analysis will highlight the most effective approaches for managing stress in Guwahati hospitals.

Area of Study

This study investigates the application of behavioral change theories in managing stress among healthcare professionals in two selected hospitals in Guwahati: Gauhati Medical College, a premier government hospital in Guwahati, Assam, provides comprehensive healthcare services and advanced medical education. Established in 1960, GMC is a major healthcare hub in the region, offering affordable specialized treatments and facilities to a diverse patient population and Health City Hospital, a private hospital known for its modern facilities and specialized healthcare services. It emphasizes patient-centric care, providing advanced treatment options and personalized medical attention. It caters to those seeking premium healthcare services in a comfortable and efficient environment. The research aims to compare the effectiveness of these theories in both hospital settings, evaluating their impact on stress levels, holistic well-being, and sustainability.

Limitations of the Study

- Limited to hospitals in Guwahati, which may reduce the generalizability of findings.
- Time constraints and availability of participants may affect data collection.

Method and Procedure

Population

The study population consists of healthcare professionals (doctors, nurses, administrative staff) from selected hospitals in Guwahati.

Sample

A sample size of 20 participants is drawn using stratified random sampling to ensure representation across different hospital departments and job roles.

Tools

Data is collected through structured Likert-scale questionnaires and semi-structured interviews to evaluate stress management practices and behavioral change theories.

FINDINGS AND ANALYSIS

Current Stress Management Practices

- **Methods of Stress Reduction**-Healthcare professionals employ a variety of stress management techniques, such as mindfulness exercises, physical activities, and peer support networks.
- **Organizational Support**-Many participants report limited institutional support for formal stress management programs, which impacts the adoption of stress-reducing behaviors.
- **Challenges in Managing Stress**-Major challenges identified include heavy workloads, emotional exhaustion, and limited resources. Healthcare professionals also reported barriers to participating in stress management programs, such as time constraints and cultural stigmas around mental health.

Application of Behavioral Change Theories

- **Health Belief Model (HBM)**

The HBM is effective among healthcare workers who recognize the severe health risks of stress. Those with a high perceived threat are more likely to adopt stress management techniques.

- **Transtheoretical Model (TTM)**

TTM shows that many professionals are in the contemplation or preparation stage, aware of the need for stress management but not fully engaging in regular practices.

- **Theory of Planned Behavior (TPB)**

The TPB highlights the importance of organizational culture. Professionals with supportive peers and supervisors were more inclined to participate in stress management interventions.

- **Social Cognitive Theory (SCT)**

Healthcare professionals are more likely to adopt stress management behaviors when they observe their peers engaging in them.

- **Self-Determination Theory (SDT)**

SDT's emphasis on autonomy is particularly relevant for sustaining long-term behavioral changes. Participants who feel they have control over how they manage stress tend to stick with their chosen methods.

Sustainability of Stress Management Practices

- **Autonomy and Sustainability**

Stress management practices are more sustainable when healthcare professionals have the freedom to choose methods that suit their preferences.

- **Integration with Hospital Policies**

For stress management practices to be sustainable, they must be integrated into hospital policies and supported by leadership.

Implementation of Stress Management Techniques:

- Health City Hospital uses behavioral change theories to implement stress management techniques, enhancing staff well-being and job satisfaction.
- Gauhati Medical College lacks a structured approach, showing a gap in stress management support.

Perceptions and Satisfaction Levels:

- Staff at Health City Hospital report higher satisfaction, finding the strategies effective for managing stress.
- Gauhati Medical College staff experience higher stress due to the absence of such strategies and support.

Resource Availability and Institutional Support:

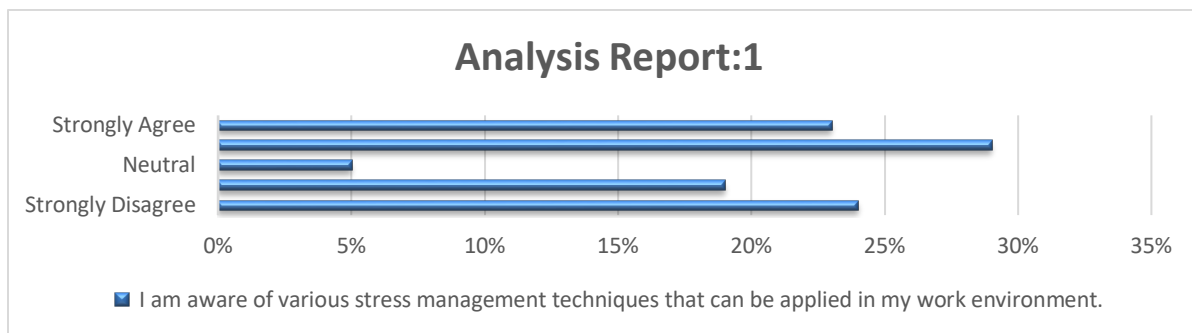
- The private hospital has the resources and infrastructure for training, workshops, and feedback systems, ensuring sustainable practices.
- The government hospital lacks these resources, resulting in no formal stress management programs.

Analysis: 1

The analysis of responses regarding awareness of stress management techniques shows a varied level of understanding among employees. 24% of respondents strongly disagreed, indicating they feel completely uninformed about stress management,

suggesting a need for targeted training and resources. 19% disagreed, implying limited awareness and a lack of practical knowledge or confidence in applying stress management strategies. A small group, 5%, remained neutral, which may reflect uncertainty or inconsistent experiences with such techniques in the workplace. On a positive note, 29% agreed that they are aware of stress management techniques and feel capable of applying them, demonstrating a moderate understanding. Additionally, 23% strongly agreed, reflecting a high level of confidence and awareness, with these employees likely incorporating stress management methods into their daily routines. While many are knowledgeable, a significant portion of the workforce would benefit from further training to enhance their ability to manage stress effectively.

The neutral response (5%) highlights a small group of employees who are either indifferent or have limited exposure to stress management practices.



Graph 1 : Resource Availability and Institutional Support

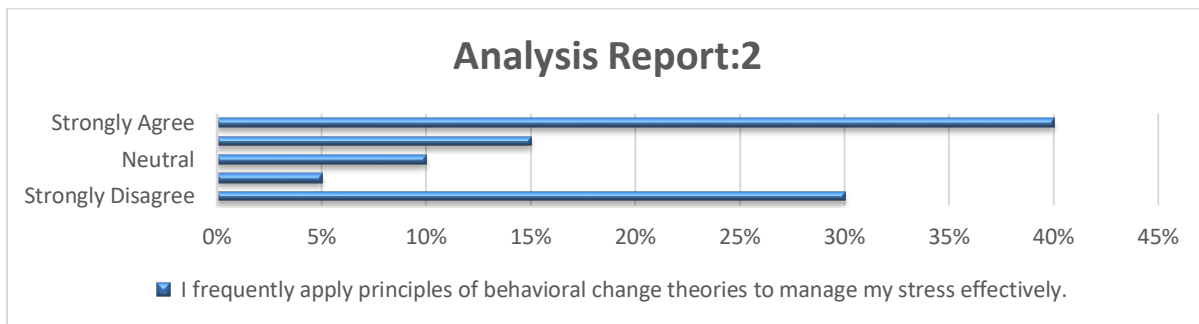
Recommendations:

- Training Programs
- Employee Support
- Peer Learning
- Further Investigation

Analysis: 2

(40%) of the respondents strongly agree that they frequently apply behavioral change theories suggesting that a considerable number of healthcare professionals recognize the value of these strategies and consistently incorporate them into their stress management routines. 15% agreed with the statement, indicating that they also utilize these methods, although perhaps not as consistently or effectively as those who strongly agree. 30% of respondents strongly disagree, indicating they do not apply these theories to manage stress, suggesting a lack of engagement, possibly due to barriers such as insufficient training, access issues, or skepticism regarding the effectiveness of these methods.

Another 5% disagree, further underscoring that a portion of healthcare professionals either do not find these theories applicable or have not adopted them into their practices.



Graph 2 : Resource Availability and Institutional Support

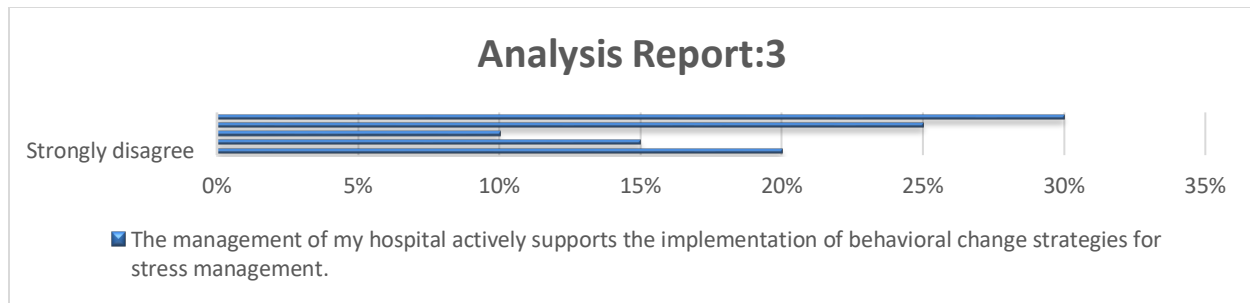
10% of respondents were neutral, which may indicate uncertainty or a lack of familiarity with behavioral change theories. These professionals might not have sufficient knowledge to judge the effectiveness of these methods or may not have had the opportunity to apply them consistently.

Recommendations:

- Enhanced Training Programs
- Peer Support Networks
- Access to Resources
- Ongoing Monitoring and Feedback

Analysis: 3

30% of respondents strongly agree that their hospital management actively supports the implementation of behavioral change strategies, suggesting that in certain hospitals, management is perceived as taking a proactive approach in supporting and promoting stress management initiatives. 25% agree, further indicating that in these settings, management provides support, although perhaps not to the extent perceived by those who strongly agree. 20% of respondents strongly disagree, indicating that they do not feel supported by management in this regard. This could highlight a lack of commitment or resources from hospital administration in promoting stress management strategies effectively. Another 15% disagree, reinforcing that a portion of healthcare staff perceives management support as inadequate or lacking.



Graph 3 : Resource Availability and Institutional Support

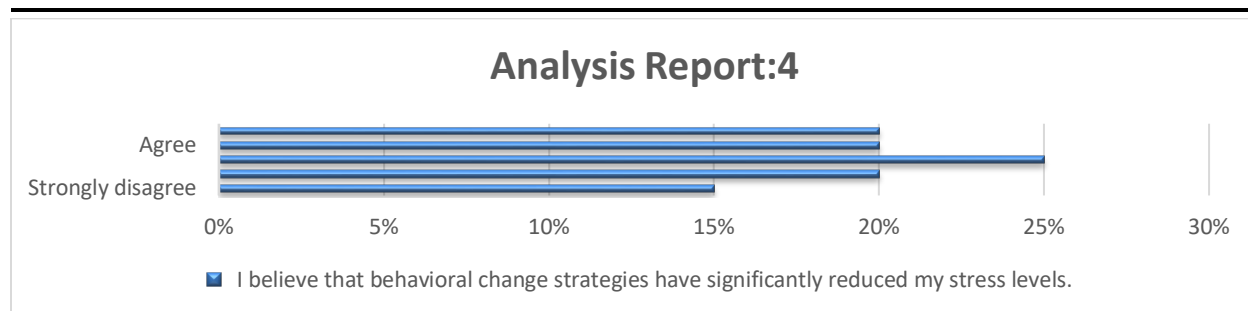
10% of respondents selected a neutral option, suggesting that they are either uncertain about the level of management support or have not observed sufficient evidence to make a judgment. This could indicate variability in how management involvement is communicated or perceived within different hospital settings.

Recommendations:

- Enhanced Communication
- Managerial Training Programs
- Engagement and Feedback Mechanisms
- Monitoring and Evaluation

Analysis: 4

20% of respondents strongly believe that behavioral change strategies have significantly reduced their stress levels. This indicates that a subset of healthcare professionals recognizes the effectiveness of these strategies in their personal stress management. An additional 20% agree with the statement, suggesting that they also perceive some level of benefit from these strategies, although not as emphatically as those who strongly agree. 15% of respondents strongly disagree, indicating that they do not believe that behavioral change strategies have significantly reduced their stress levels. This suggests that these individuals may not find these strategies effective or applicable to their situation. Another 20% disagree, further highlighting that a segment of healthcare professionals feels that these strategies have not been effective in managing their stress.



Graph 4 : Resource Availability and Institutional Support

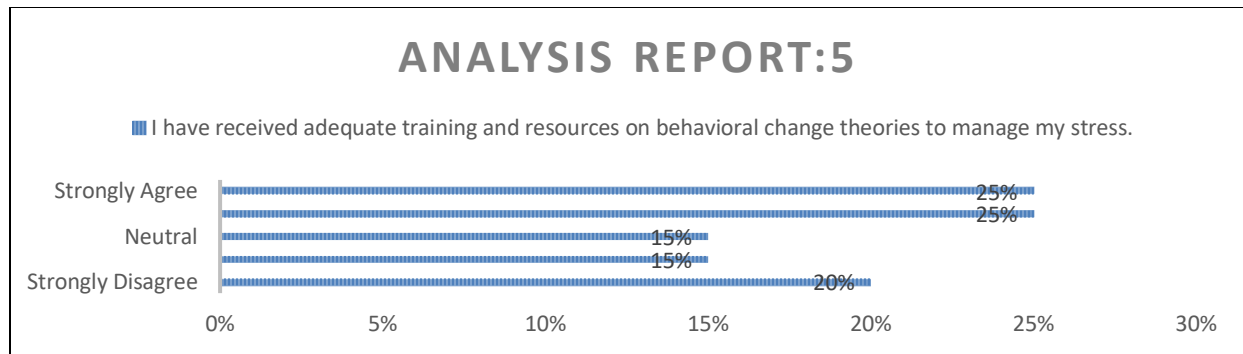
25% of respondents selected a neutral option, indicating that they neither agree nor disagree with the effectiveness of behavioral change strategies in reducing stress.

Recommendations:

- Education and Training
- Encourage Sharing of Success Stories
- Tailored Support Systems
- Feedback Mechanisms

Analysis: 5

25% of respondents strongly agree that they have received sufficient training and resources on behavioral change theories. This suggests that some hospitals have effective programs in place to educate and support their staff in stress management. Another 25% of respondents agree, indicating that they also feel they have received adequate training and resources. Together, these positive responses make up 50% of the total, reflecting a positive view among half of the respondents. 20% of respondents strongly disagree, indicating dissatisfaction with the training and resources provided. This group may feel that they have not been adequately supported in applying behavioral change strategies for stress management. An additional 15% of respondents disagree, further highlighting that a notable segment perceives a lack of adequate resources or training. Combined, these negative responses account for 35% of respondents, suggesting a significant gap in the availability or quality of training programs.



Graph 5 : Resource Availability and Institutional Support

15% of respondents selected a neutral option, indicating that they neither agree nor disagree about the adequacy of training and resources. This could mean they have limited experience with the training or feel uncertain about its effectiveness.

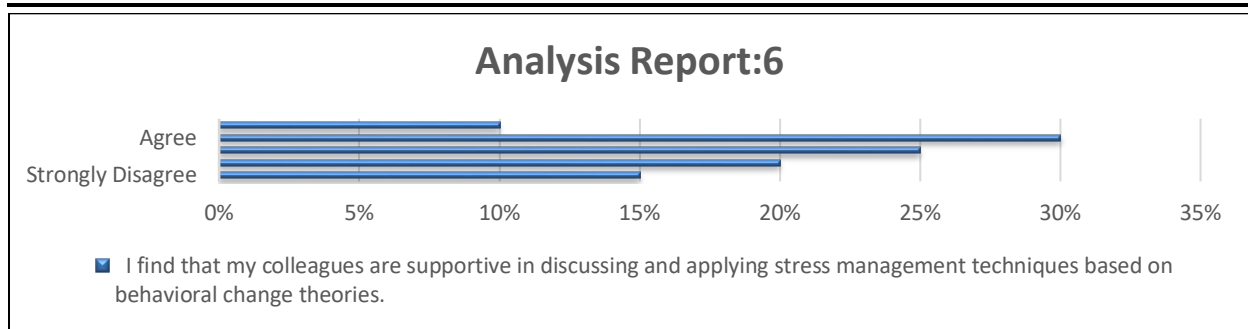
Recommendations:

- Standardize Training Programs
- Evaluate and Update Resources
- Engagement Sessions

Mentorship Programs

Analysis: 6

(30%) agree that their colleagues are supportive in discussing and applying behavioral change strategies for stress management. This indicates that a significant portion of the staff finds a collaborative environment when it comes to stress management techniques. An additional 10% of respondents strongly agree, reinforcing that some staff members perceive high levels of collegial support. Together, these positive responses account for 40% of the total, suggesting that many professionals experience a supportive network among their colleagues. 15% of respondents strongly disagree, indicating that they do not feel supported by their colleagues when discussing or applying stress management techniques. This suggests that some staff members may experience a lack of engagement or encouragement from their peers. Another 20% disagree, further showing that a portion of staff feels unsupported in this aspect. Combined, these negative responses make up 35% of the total, indicating that a significant group perceives a lack of support from their colleagues.



Graph 6 : Resource Availability and Institutional Support

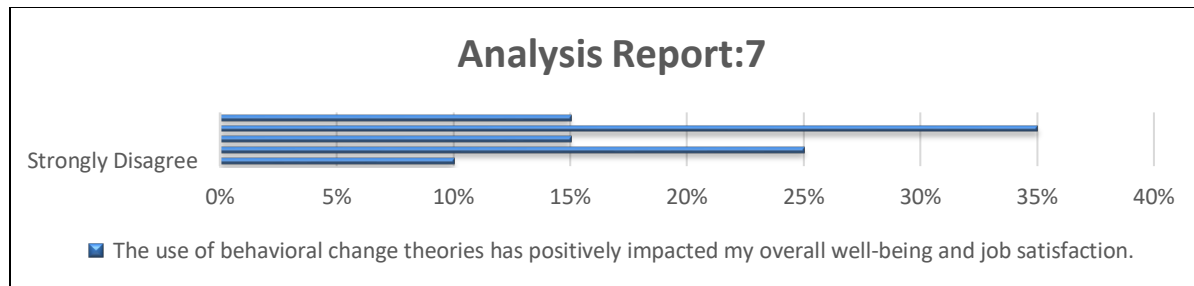
25% of respondents chose a neutral stance, suggesting they neither agree nor disagree about the level of support from colleagues. This could imply uncertainty or indifference, or it may indicate that these professionals have not had enough interaction to form a strong opinion.

Recommendations:

- Foster Team Collaboration
- Establish Peer Support Groups
- Promote Open Dialogue
- Assess and Address Gaps

Analysis: 7

(35%) agree that the use of behavioral change theories has positively impacted their well-being and job satisfaction. This indicates that a significant number of healthcare professionals find these strategies beneficial in enhancing their work experience and personal well-being. An additional 15% of respondents strongly agree, further supporting the effectiveness of behavioral change theories. Together, these positive responses account for 50% of the total, demonstrating that half of the respondents have experienced positive outcomes. 10% of respondents strongly disagree, indicating that they do not perceive any positive impact from using behavioral change theories on their well-being or job satisfaction. This suggests that some staff members may not find these strategies applicable or effective. Another 25% disagree, further emphasizing that a substantial segment of the respondents feels that these strategies have not positively influenced their well-being or job satisfaction.



Graph 7 : Resource Availability and Institutional Support

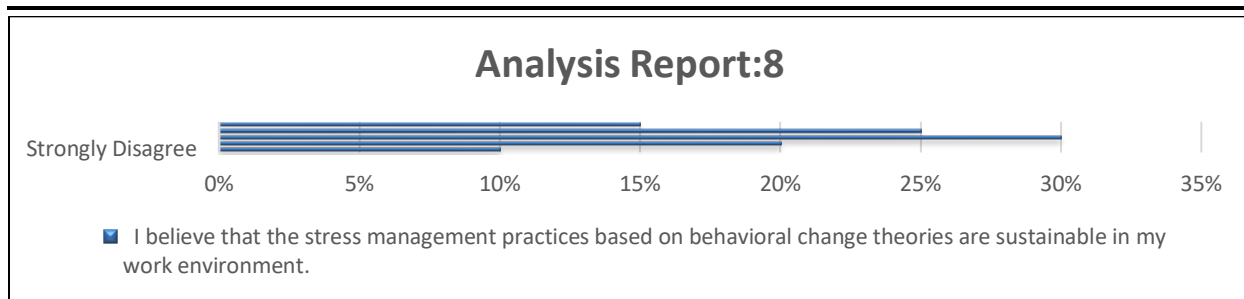
15% of respondents remain neutral, neither agreeing nor disagreeing with the statement. This group may indicate uncertainty about the effectiveness of these strategies or may not have experienced significant enough changes to form a strong opinion.

Recommendations:

- Evaluate and Customize Programs
- Increase Engagement through Workshops
- Gather Further Feedback
- Promote Success Stories and Mentorship

Analysis: 8

25 % of the respondents agree that the stress management practices are sustainable in their work environment. This suggests that some healthcare professionals see the potential for long-term integration and effectiveness of these strategies. An additional 15% strongly agree, further supporting the belief that these practices can be maintained over time in their current settings. 10% of respondents strongly disagree, suggesting that they perceive the stress management practices as unsustainable in their work environment. This group may feel that there are barriers or challenges that prevent long-term effectiveness. Another 20% disagree, emphasizing that a notable segment of healthcare professionals does not see the practices as sustainable. Combined, these negative responses make up 30% of the total, highlighting potential areas for improvement in the sustainability and applicability of these strategies.



Graph 8 : Resource Availability and Institutional Support

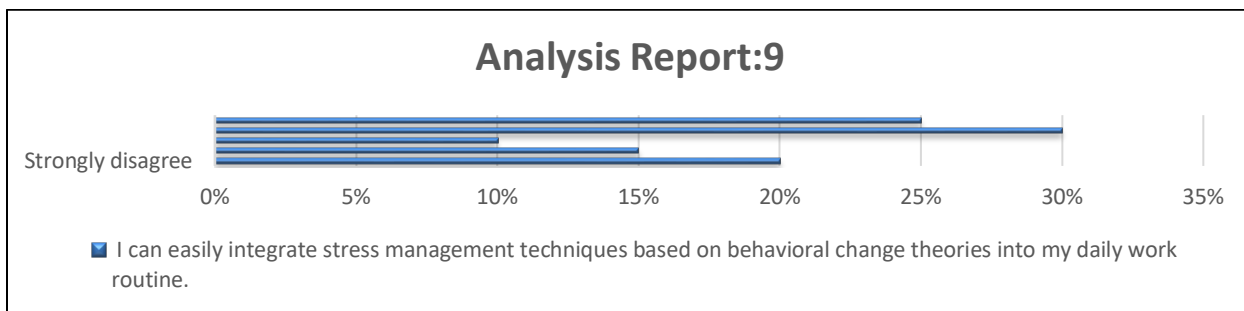
30% of respondents chose a neutral stance, indicating uncertainty or a lack of strong opinion about the sustainability of the stress management practices.

Recommendations:

- Conduct Sustainability Assessments
- Engage Neutral Respondents
- Enhance Training and Support
- Monitor and Adapt Practices

Analysis: 9

30% of respondents agree that they can easily incorporate these techniques into their work routine, suggesting that a significant portion finds the strategies manageable and applicable. An additional 25% strongly agree, further indicating that they experience minimal difficulty in integrating these methods. 20% of respondents strongly disagree, indicating that they face considerable challenges in incorporating these techniques into their daily routine. Another 15% disagree, reinforcing the view that a segment of healthcare professionals struggles with the integration of these methods.



Graph 9 : Resource Availability and Institutional Support

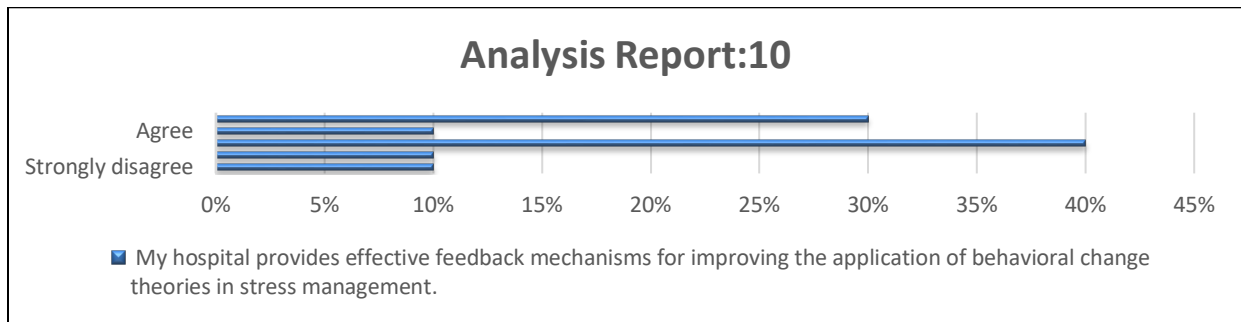
10% of respondents are neutral, indicating either uncertainty or a lack of experience with the techniques. This may suggest that these respondents have yet to see clear benefits or face constraints that make the integration neither easy nor difficult.

Recommendations:

- Targeted Support
- Collect Feedback
- Promote Success Stories
- Simplify Techniques

Analysis: 10

10% of respondents agree that their hospital provides effective feedback mechanisms, indicating some satisfaction with the systems in place. An additional 30% strongly agree, suggesting that they feel confident in the effectiveness of the feedback processes. 10% of respondents strongly disagree, showing dissatisfaction with the feedback mechanisms available in their hospital. Another 10% disagree, further emphasizing that this group finds the current mechanisms lacking. Combined, the negative responses make up 20% of the total, indicating a need for improvement in these areas.



Graph 10 : Resource Availability and Institutional Support

A significant portion of respondents (40%) are neutral, indicating uncertainty or a lack of awareness about the feedback mechanisms. This suggests a communication gap or limited understanding among healthcare professionals regarding how feedback is collected and utilized.

Recommendations:

- Increase Awareness
- Engage Neutral Respondents
- Strengthen Feedback Channels
- Highlight Success

RESULTS/FINDINGS

Summary of Key Findings

- Behavioral change theories, particularly SCT and SDT, are effective in promoting sustainable stress management.
- Organizational support and a positive work environment are critical to the success of these interventions.
- Professionals with higher self-efficacy are more likely to adopt and sustain stress management practices.
- Health City Hospital applies behavioral change theories effectively, improving staff well-being, while Gauhati Medical College lacks a structured stress management approach, leading to higher stress levels.
- The private hospital has resources for training and sustainable support programs, whereas the government hospital lacks these, resulting in no formal initiatives for stress management.

Analysis of Identified Gaps and Inefficiencies

Gaps were identified in the implementation of stress management programs, with many professionals reporting a lack of time and institutional support.

- **Absence of Stress Management Programs:** Gauhati Medical College, the government hospital, lacks formal stress management initiatives and the use of behavioral change theories, leading to potential burnout and low job satisfaction among staff.
- **Public vs. Private System Discrepancy:** Health City Hospital, a private facility, applies stress management techniques using behavioral change theories, unlike the government hospital. This highlights a systemic issue where private hospitals have more resources and flexibility.
- **Training Deficit:** Gauhati Medical College lacks training programs on behavioral change theories, limiting healthcare professionals' access to effective stress management strategies.

CONCLUSION

Implications of Findings

The findings indicate that stress management programs based on behavioral change theories can significantly reduce stress among healthcare professionals in Guwahati. Hospitals should focus on creating supportive environments and allowing professionals autonomy in managing their stress.

Recommendations for Improving Stress Management Practices

- Tailor stress management interventions to the unique needs of healthcare professionals.
- Encourage a supportive hospital culture that prioritizes mental health.
- Provide healthcare workers with autonomy to choose stress management techniques that best suit their needs.

FUTURE RESEARCH DIRECTIONS

Further research should examine the long-term impact of these theories on stress management and explore their applicability to other regions and healthcare contexts.

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End