



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management

(A Constituent Institute of Somaiya Vidyavihar University)

Presents

The 1st International Healthcare Management Conference 2021

On Future of Healthcare Post COVID-19

(Online mode)

Phase I: 9th January, 2021

- A) Keynote Address B) Panel Discussion
C) Samavesh – Healthcare Management Case Study Competition

Phase II: 27th March, 2021

International Conference and Research Paper Presentation



Scientific Knowledge Partners



Somaiya Vidyavihar University

A new milestone in a glorious ongoing journey

A new milestone in a glorious ongoing journey established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed autonomous university recognised by the University Grants Commission (UGC). Somaiya Vidyavihar, with over six decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from 26th August 2019, Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

Somaiya Vidyavihar University is located in the heart of Mumbai and boasts of a sprawling green campus. The university is equipped with excellent educational, recreational, community, health, and sports facilities. Somaiya Vidyavihar offers students the flexibility to simultaneously earn degrees and certifications in multiple disciplines offered by our constituent colleges.



K J Somaiya Institute of Management

K J Somaiya Institute of Management was established in 1981 as a part of Somaiya Vidyavihar (now affiliated to the Somaiya Vidyavihar University since August 2019) with the objective of providing state of the art education in management and allied areas. The institute is consistently ranked among the Top 25 management institutes and Top 10 private sector B-schools in India. The institute offers Doctoral Programmes, full time, part time and executive programmes in Business Management with specialisations in International Business, Retail Management, Financial Services, Integrated Marketing Communications, Healthcare Management, Sports Management, Finance, Human Resources, Operations, Marketing and Executive MBA programmes along with a Masters in Computer Applications. Apart from the regular programmes, the Institute offers customised and industry specific certificate and executive development programmes for government bodies, companies, defense personnel and NGOs.

Programmes offered

Doctoral Studies

2-Year MBA Full-Time Programmes

- MBA
- MBA - International Business
- MBA - Retail Management
- MBA - Financial Services
- MBA - Integrated Marketing Communications
- MBA - Healthcare Management
- MBA - Human Resources
- MBA - Sports Management

3-Year MBA (Part-Time) Programmes

- Finance Management
- Marketing Management
- Human Resource Management
- Information Management

2-Year MCA Programme

Executive Education

- 15-Month MBA - Executive
- Customised Management Development Programmes
- Open Calendar Programmes



MBA Healthcare Management

MBA Healthcare Management is a 2-year specialised programme focusing on healthcare in a holistic manner. The programme aims at building managerial and technical competencies by imparting experiential learning and providing international exposure to our students. The programme has academic collaborations with Imperial College Health Partners (United Kingdom) and K J Somaiya Medical College, Hospital and Research Centre. Some of the eminent corporate collaborators include KPMG and Wipro G.E Healthcare, India.

Partners and Collaborators

Healis Sekhsaria Institute of Public Health

Healis is a not for profit research organisation located in Navi-Mumbai, India with a focus to advance public health in India by undertaking high quality population based epidemiological research and capacity building. Since its inception in 2004, the organisation is committed to improving public health in India by addressing important public health questions and facilitating the translation of research findings into policies/programs at national level. Healis works in collaboration with leading National and International Health and Research organisations. The vision of Healis is the advancement of public health through innovative science and evidence based policy and the mission is to conduct quality research in public health and carry forward its outcome for the benefit of society. Healis is an organisation fostering the improvement of public health in India through its extensive research activities, with special focus on tobacco control. The primary objective of the Healis is to conduct research in various areas relating to health care, to bring together in health disciplines, to share India as well as International experience in health care systems for the benefit of the entire community.

K J Somaiya Medical College, Hospital and Research Centre, India

The K J Somaiya Medical College, Hospital & Research Centre was founded in the year 1991 by Padmabhushan Late Shri Karamshi Jethabhai Somaiya. Under his guidance and vision for the K J Somaiya Medical Trust, the Medical College & Hospital has become one of the most sought after institutions in the country providing best of modern medicine coupled with holistic approach to patient care.

The vision of the institution is to be a leading provider of professional medical education in the country, integrating highest standards of academic excellence with Ethics & Spirituality. The K J Somaiya Medical College is a private Medical College owned and managed by the Somaiya Medical Trust, situated in the Somaiya Ayurvihar complex which is located on 22.5 acres in the heart of the city of Mumbai. This is attached to a 520-bed hospital with experienced faculty and resident doctors in 21 well equipped departments. K J Somaiya Hospital found itself at the epicentre of the COVID crisis in March 2020. It rose to the occasion, growing from 20 designated COVID beds to becoming the largest COVID care effort in the private sector in the state of Maharashtra with 377 dedicated COVID beds including 74 ICU beds.

COVID-19 has posed many challenges in healthcare management as well as created a plethora of opportunities. The pandemic has clearly shown how important it is for all of us to be on the same path to resolve the problem together. The response to this kind of pandemic requires the active participation of various sectors such as governments, government agencies, public and private healthcare organisations, public health systems, academic and research organisations. The purpose of the conference is to bring out the academic deliberations amongst scholars and the students to get insights into how the healthcare sector is going to change and what will be new challenges and possibilities.



Phase I



A) Inaugural Ceremony and Keynote Address by Dr. Samir Mitragotri, Professor, Harvard University

Date: 9th January, 2021 | Time: 5:00 pm - 6:00 pm IST

Topic: Emerging Technologies and Innovations To Overcome Global Challenges

About the Speaker

Dr. Samir Mitragotri is an Indian American professor at Harvard University, an inventor, an entrepreneur, and a researcher in the fields of drug delivery and biomaterials. He is currently the Hiller Professor of Bioengineering and Hansjorg Wyss Professor of Biologically Inspired Engineering at Harvard John A. Paulson School of Engineering and Applied Sciences and the Wyss Institute for Biologically Inspired Engineering. Prior to 2017, he was the Duncan and Suzanne Mellichamp Chair Professor at University of California, Santa Barbara.

Dr. Mitragotri is widely recognised for his contributions to the field of drug delivery. He is considered a pioneer of many novel drug delivery technologies, especially in the fields of transdermal, oral and targeted systems. He invented the use of low-frequency ultrasound, pulsed microjet injector, high throughput skin experimentation, skin penetrating peptides and ionic liquids for transdermal delivery of proteins and nucleic acids. He also invented intestinal patches and ionic liquids for oral delivery of proteins. He has also developed nanoparticles of different shapes and stiffness and demonstrated that they improve drug targeting. He pioneered the concept of nanoparticles that hitch a ride on red blood cells and monocytes to improve targeting to specific organs.

Dr. Mitragotri has published over 230 research publications, has given over 500 presentations worldwide, and is an inventor on over 160 patents/applications. His publications are cited with an h-index of 100. He is a member of U.S. National Academy of Engineering, National Academy of Medicine, and National Academy of Inventors. He is a co-founder of several companies that are developing products based on his inventions. He received his PhD in Chemical Engineering at MIT and BS in Chemical Engineering from the Institute of Chemical Technology. He serves on the editorial boards of several journals and currently serves as Editor-in-Chief of Bioengineering and Translational Medicine.

B) Panel Discussion and Networking session

Date: 9th January, 2021 | Time: 6:00 pm - 7:30 pm IST

Theme: Global Initiatives in Healthcare to Improve Wellbeing

The panel discussion will deliberate on global innovations to tackle the healthcare challenges and bring value to all the stakeholders including patients and caregivers.

Panelists



Dr. Rakesh Gupta

President, Rajasthan Cancer Foundation (Jaipur, India)
Honorary Consultant, Tobacco Cessation, SDMH (Jaipur, India)
LinkedIn Profile - <https://bit.ly/2VxFlkx>



Dr. Raju Manohar Jotkar, MD (P and S M)

Senior Consultant (Technical),
Rajmata Jijau Nutrition Mission funded by UNICEF
Worked for 37 years in Public Health Department of
Govt of Maharashtra, retired as Joint Director (Technical) NHM



Dr. Mangesh S. Pednekar

Director, Healis Sekhsaria Institute for Public Health
(Navi, Mumbai, India)
LinkedIn Profile - <https://bit.ly/3qhONwd>



Dr. Pramod Prabhakaran

Course Director- Psychological Medicine
Imperial College School of Medicine
LinkedIn Profile - <https://bit.ly/2KYCjJz>

Moderator

Dr. Prabhakaran has over 20 years experience in clinical, educational and leadership roles in the UK, currently practicing as an NHS Consultant specialising in adult and elderly emotional, cognitive and neuropsychiatric disorders.

Dr. Prabhakaran has a truly integrative and personalised approach and incorporates advanced testing including genomics, bio markers, nutritional and fitness assessment and brain imaging. He has a special interest in neuropsychiatric conditions and advises on a range of cognitive strengthening and stimulation programmes.

He became a member of the Royal College of Psychiatrists in 2002 having trained at the Imperial College Psychiatric Training Scheme in London. He has been a Consultant in the NHS since 2006 and was joint course director for psychological medicine at Imperial College School of Medicine.

Email- Pramod.Prabhakaran@imperialcollegehealthpartners.com

Registration is free but mandatory. Register to reserve your seat. Registration Link is attached to the mail.

C) Samavesh 2021

Samavesh 2021, the annual flagship event of MBA Healthcare Management at K J Somaiya Institute of Management, has been organised on 9 January 2021. This year will mark the 3rd edition of Samavesh with the theme '**Future of Healthcare Post COVID-19**'. There will be a National level business case-study competition focused on Healthcare challenges in real-life Business problems.

Samavesh 2021 will provide a forum to B-school students across the country to weigh upon the future possibilities, the necessary improvements, the required way-outs, and possible inventions in the field of Healthcare and present their ideas before the jury.

Phase II: 1st International Healthcare Management Conference

Date: 27th March 2021

Who should attend the Conference?

Medical practitioners, Healthcare managers, academicians and researchers, students of healthcare management, and other healthcare sciences as well as people working in public health and social healthcare sectors.

About the Conference

The Conference aims to bring an amalgamation of academicians, Healthcare students, Industry practitioners, leading academic scientists, researchers, and research scholars to exchange and share their experiences and research findings on possible aspects of the Future of Healthcare post COVID-19. The conference will provide an excellent platform for the participants to get quality feedback on their research and various publication opportunities.

The sudden blow caused by COVID-19 to the economies as well as the health infrastructures opens various windows of discussion on what comes next. The conference will open an avenue for the participants to present their research and discuss the practical challenges encountered and solutions adopted during the pandemic; as well as to discuss the most recent innovations, trends, and concerns including the futuristic solutions that might help build a robust Healthcare environment in the country.

Objectives of Conference

The objective of the conference is to provide a platform for practitioners, academicians and researchers in healthcare management to discuss:

- Challenges and issues posed by COVID-19 in the healthcare sector
- Prominent changes in the healthcare sector particularly with consumer behaviour, the impact of new technologies, new consumer segments, and business models
- Possible avenues of integration of the latest technologies into the public health response

Call for Extended Abstract

We invite abstract of research papers, conceptual papers from academicians, research scholars, practitioners from the industry, members of professional bodies and students for contribution across the following themes:

Sub-Themes

The list of sub-themes is indicative and not exhaustive

Technology, Innovation, and Entrepreneurship in Healthcare	Changing consumer behaviour and Disease Management
Public-Private partnership	Health Financing & Health Infrastructure
Use of Data Analytics and Information	Role of Governments and Regulators
National Digital Health mission	Rising opportunities for healthcare -ups
Digital Healthcare: Future opportunities & challenges	Communication and media management
Mental Health & Wellness	Healthcare management for aged/ women/ children
Public & Preventive Healthcare	Leadership in healthcare management
Management of Health-workers	Medical Tourism
Carer inclusion and well-being	



Extended Abstract Paper Submission Guidelines

EXTENDED ABSTRACT

Extended abstract should be submitted in word document, not later than 30th January, 2021. The Authors must send extended abstract in the word limit of 1000-1500 words covering the following aspects:

Title	Purpose of the Study	Methodology Adopted
Keywords (maximum 5)	Brief Literature Review	Empirical or Theoretical Results
Managerial Implications for Theory and Practice		

- Authors are requested to adhere to the guidelines of the extended abstract on submission
- Names of author(s), their addresses (postal and email), and phone numbers should also be indicated
- All abstracts will be double blind peer reviewed
- Subsequent to the conference presentation, authors can submit full paper on the publication partner portal

Criteria for Evaluation of the Abstract

Relevance	Is the topic relevant to the overall conference theme?
Academic Rigor	Depth and adequacy of literature review, the structure of the paper, analysis
Methodology	Use of appropriate secondary data and primary research, statistical analysis
Originality	Does the research paper add new knowledge to the body of literature? Managerial Implications: Does the research paper bring out relevant discussion points for practicing managers

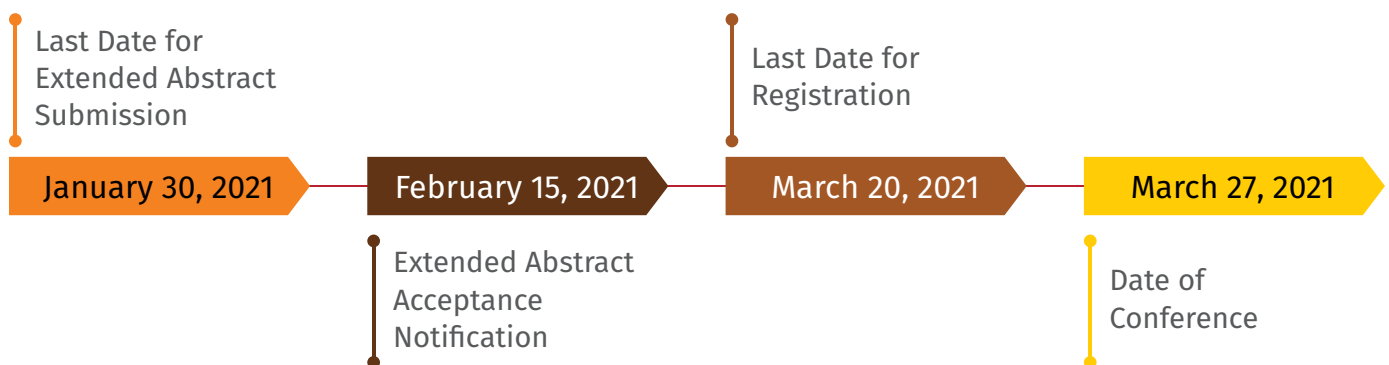
Best Paper Award

The conference review committee will select the two best papers based on the paper presentation and the extended abstract submitted.

Publication Opportunities

Selected research papers presented at the conference will be considered for publication in the peer-reviewed and reputed journals.

Important Dates



List of Journals

- Asia Pacific Journal of Health Management, listed as Category C in Australian Business Dean's Council (ABDC) list 2019, indexed by Scopus - We will bring out the special issue of the journal based on selected papers
- The editor, Asia Pacific Journal of Health Management, Mr David Briggs will also be a guest editor of the special issue
- Business Perspective and Research, Sage Publication, listed as Category C in Australian Business Dean's Council (ABDC) list 2019, indexed by Scopus - Few good papers will be considered for publication

Registration Fee (Non-Refundable)

Category	Research Scholar/ Academic Delegate/ Industry Delegate
Paper Presentation	₹ 1000 per abstract in Indian currency/ 50 \$ in foreign currency. There is no delegation fee but registration is compulsory
Registration fee includes	Opportunity to present research work at the conference (Online) Publication Opportunity A Compendium of Conference proceedings
Registration Details	The payment link will be sent with the acceptance of abstract email
Registration Guidelines	Author(s) submitting more than one abstract need to pay registration fees for each abstract separately

Paper Submission Guidelines

- Only original, unpublished work is sought. Any proposal submitted to present identical or substantially similar work already published, under review for another conference or publication will not be considered
- We accept empirical paper, conceptual papers, cases, working papers and literature review
- Extended abstracts of at least 1,500 words including a clear indication of the purpose of research, methodology, major results, implications, limitations and key references should reach us latest by 30th January, 2021 in Microsoft word format only. The extended abstract should contain key references as per APA format
- By submitting an abstract, the author makes a good faith commitment to present his/her paper at the conference
- All abstracts will be double-blind reviewed
- Names of the authors, their addresses (postal and email), and phone numbers should also be indicated. Each abstract should have at least three-five keywords
- All abstracts will be peer-reviewed. Authors will be notified about the acceptance of abstracts within 7 days from the date of receipt of their paper
- All the extended abstracts will be published in a compendium with an ISBN number
- In a joint submission at least one of the co-authors should be registered for the conference
- The conference is in Online Format and presentation will be made online
- The institute has strict anti-plagiarism policy so the originality of the work should be ensured by the authors
- Kindly send your abstract and full paper at simihco@somaiya.edu

Schedule

Phase I | 9th January, 2021

Activity

Samavesh - Healthcare Management Case Study Competition

11:00am to 1:00pm IST

Inaugural Ceremony & Keynote Address by Dr. Samir Mitragotri
Topic: Emerging Technologies and Innovations To Overcome Global Challenges

5:00pm to 6:00pm IST

Panel Discussion and Networking session

Theme: Global Initiatives in Healthcare to Improve Wellbeing

6:00pm to 7:30pm IST

Registration Link - <https://bit.ly/IHCMCP1>

Phase II | 27th March, 2021

Activity

1st International Healthcare Management Conference & Research Paper Presentation

9:30am IST

Registration Link - <https://bit.ly/IHCMCP2>



Conference Management Committee

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