National Healthcare management Conference 2014

Organized by SIES College of Management Studies (SIESCOMS) Nerul, Navi Mumbai.
We are pleased to present you with the conference agenda for the SIESCOMS National Healthcare Management Conference scheduled on January 11, 2014. The title and theme of the 2014 conference is “Emerging Trends & Challenges in Healthcare Industry.” We chose this year’s theme in order to reflect on the increasingly apparent need for the various sectors within the healthcare system to come together and create a cooperative environment in which ideas can become tangible solutions. The challenges confronting us include how to absorb increasing numbers of health insurers, contain rising medical care costs, improve quality of care, and adapt to new legislative regulations. We believe that a combined approach is the best way to address these challenges.

This conference seeks to assemble key stakeholders from across various domains in healthcare who will share perspectives, ideas, and solutions while embodying the spirit of this year’s conference. Now, more than ever, India’s leading academicians, practitioners, policy makers and managers need to be creative, innovative and cooperative in order to explore how together they can take responsibility for creating sustainable health systems for now, and face the challenges of tomorrow.

We, therefore, cordially invite researchers from academia, industries and teaching faculty from science, pharmacy, biotechnology and management institutes to submit papers on various topics related to the above and participate in the conference to deliberate on various emerging issues.

About SIESCOMS:

Promoted in 1995 by the South Indian Education Society (SIES), one of the oldest and premier educational trusts in Mumbai since early 1930s, SIES College of Management Studies (SIESCOMS) has today emerged as one of the leading business schools on the landscape of management education in India. Located at a sprawling campus in Nerul,
the educational hub of Navi Mumbai, the academic ambience of the institute is one of the best in the country. In all the rating exercises conducted over the last few years, SIESCOMS has always figured among the top business schools in the country. Among the various professional programs (MBA, MCA and Ph.D.) offered by SIESCOMS, the Post Graduate Diploma in Management (Pharmaceutical Management) and the Post Graduate Diploma in Management (Biotechnology Management) are two special courses catering specifically to the needs of these two industries. While the pharmaceutical industry is a well established one, biotech industry is still very young; these two courses are aimed at creating specialist managers with a global mindset for these two knowledge-based industries. Both these courses are well-accepted MBA programs by the pharmaceutical and biotechnology industry in the country.

**Research Topics:**
Suggested Research Topics for Paper Presentation:

- Cost & quality management
- Drug Pricing
- Drug licensing
- Forecasting
- Business finance
- Marketing compliance
- Medico marketing
- Digital marketing
- OTC marketing
- Brand / product management
- Brand marketing / communications
- Marketing / sales management / advertising including packaging
- Supply chain management
- Cold chain management
- Retailing
- Biosimilar and follow-on-biologics development and marketing
- Generic & Branded generic business
- Biopharmaceutical business
- Commercialization of NCE & NBE
- Healthcare management including hospital administration
- Medical Device management
- Health and drug policy research
- Intellectual property management
- Regulatory affairs
- Clinical research management
- Risk management
- Post Marketing Surveillance
- Medical tourism

**Guidelines for Authors:**
The authors are hereby invited to submit original research articles with academic depth.

a. **Size:** The article can be up to 3000 words excluding references and abstract.
b. **Format, Length & Style:** The manuscript should be submitted using “MS Word”. “Times New Roman” font should be used with double spacing. The font size should be of 12pt for full text, all main and subheadings. All research articles should have the following sections: Title page, Abstract, Key words, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Results, Conclusion, Acknowledgement (if any) and References.
c. **Abstract:** All articles should have an abstract of around 250 words.
d. **Details of Author:** The article should contain author’s full address/ affiliations, telephone/fax number and email addresses. The author should mention the undertaking that the manuscript has not been published elsewhere or considered for publication by any other journal. Research article should also accompany another undertaking that the article is the original work of the author(s).
e. **Tables and Figures:** Tables must be concise and cited consecutively using Arabic numerals in the text (Table 1, Table 2...etc.). The title of the table should clearly indicate the nature of the contents and sufficient detail should be included
in the footnote to facilitate interpretation without reference to the text. All figures must be referred to in the text and numbered with Arabic numerals in the sequence in which they are cited (Figure 1, Figure 2 etc.). Each figure must be accompanied by a legend explaining in detail the contents of the figure. Graphs and bar graphs should preferably be prepared using Microsoft Excel and submitted as Excel graph pasted in Word. Alternatively photographs can be submitted as JPEG, GIF or TIFF files. Keys to symbols, abbreviations, numbers or letters used in the illustrations should not be written on the illustration itself but should be clearly explained in the legend. All Tables and Figures captions and legends should be typed on a separate page. Color plates are also welcome. The choice of cover art illustration will be made by the Editor.

f. References: All references should be in American Psychological Association (APA) style. For more information on the APA format, see http://www.apastyle.org

g. Submission of Manuscripts: All articles should be submitted through soft copy to at: conferencehealthcare@siescoms.edu

All rights of publication of papers presented in the conference shall rest with the conference organizers. All papers will be reviewed and those of acceptable quality will be published in a compendium to be brought by SIESCOMS after the conference. Selected papers will be chosen for presentation during the conference. Soft copy of the abstracts as well as the full paper in the Microsoft Word for windows for the same should reach the conference committee not later than 15th November, 2013 at: conferencehealthcare@siescoms.edu.

Publication:

Selected papers shall be published in the form of conference proceedings in a book bearing an ISBN number. Further details of the conference are available on www.siescoms.edu
Important Dates:

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<tr>
<th>Submissions/Event</th>
<th>Dates</th>
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<tr>
<td>Last date for submission of abstracts and Full Paper</td>
<td>15.11.2013</td>
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<tr>
<td>Date of intimation of acceptance of abstract/ full paper</td>
<td>05.12.2013</td>
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<td>Date of conference</td>
<td><strong>11.01.2014</strong></td>
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Registration Fee:

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<th>Category</th>
<th>Registration fee</th>
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<tr>
<td>Industry delegates</td>
<td>Rs. 2000/-</td>
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<tr>
<td>Academic Delegates</td>
<td>Rs. 1000/-</td>
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The registration form should be sent along with the demand draft at SIES College of Management Studies (SIESCOMS). Payments can be made by cheque/DD drawn in favor of SIES College of Management Studies, payable at Mumbai.

Venue:

SIES College of Management Studies (SIESCOMS),
Sri Chandrasekarendra Saraswati Vidyapuram,
Plot 1-E, Sector V
Nerul, Navi Mumbai - 400706
Organizing Committee:
Chairman
Dr. A.K. Sengupta

Convener
Dr. Chitra Ramanan

Co-Convener
Dr. Shuchi Midha

Executive Members
Dr. Sonali Bhandarkar
Ms. Jharna Lulla
Ms. Deepa Donde

Contact us:

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<tr>
<th>Name</th>
<th>Telephone no.</th>
<th>Extension No.</th>
<th>Cell no.</th>
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<tbody>
<tr>
<td>Dr. Chitra Ramanan</td>
<td>022-27708376</td>
<td>217</td>
<td>9323652205</td>
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<td>(Convenor)</td>
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Registration Form
SIES College of Management Studies

National Healthcare Management Conference 2014
on
“Emerging Trends & Challenges in Healthcare Industry”

Name of the Participant: __________________________________________________

Designation: _____________________________________________________________________

University/Organization: ____________________________________________________________________

Mailing Address: _______________________________________________________________________

____________________________________________________________________________________

City: ___________________________ Postal Code: ________________

Telephone: (O) ___________ (M) _____________________

Email: ______________________________________________________________________________

Registration Fee (tick mark whichever is relevant)

☐ 1) Industry delegate- Rs.2000 /-
☐ 2) Academic delegate- Rs.1000 /-

Paper presentation (Tick the option): In person ☐ In absentia ☐

Details of Cheque/ DD:

Cheque/D D No.:______________ Dated: ______________

drawn on (Bank)____________________ for Rs: __________________________________________

Cheque/ DD to be drawn in favor of “SIES College of Management Studies”, payable at Mumbai.

Date: _______________ Signature of the Participant: _______________