



SOMAIYA
VIDYAVIHAR UNIVERSITY

K J Somaiya Institute of Management



K J Somaiya Institute of Management (A Constituent Institute of Somaiya Vidyavihar University)

Presents

The 2nd International Healthcare Management Conference 2022
**Navigating the New Normal with Focus on Healthcare Accessibility,
Innovation and Sustainability**

(Online mode)
29th January, 2022

- A) Inauguration ceremony & Panel Discussion
- B) Research Paper Presentation
- C) Samavesh - Healthcare Management Case Study Competition



Scientific Knowledge Partners



Somaiya Vidyavihar University

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

Management

2-Year MBA Programmes with Major and Minor Specializations

MBA
MBA - International Business
MBA - Retail Management
MBA - Financial Services
MBA - Integrated Marketing Communications
MBA - Human Resources
MBA - Data Science & Analytics

MBA in Healthcare Management

MBA in Sports Management

MBA-Executive (15 Month Programme)

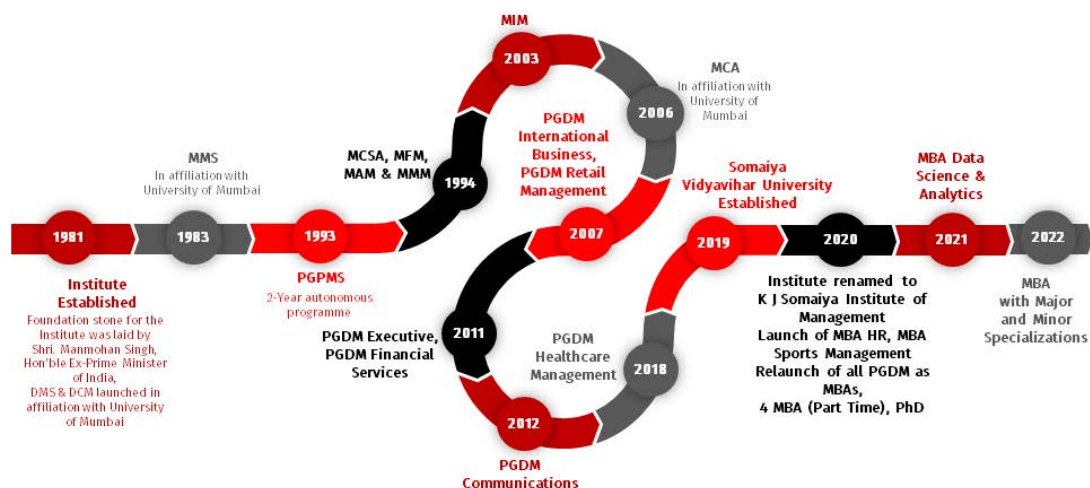
Four 3-Year MBA (Part-Time)

Finance Management
Marketing Management
Human Resource Management
Information Management

Technical

MCA (2 Year Programme)

Important Milestones & Beyond





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 for 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.

The K. J. Somaiya Medical College is a Private Medical College owned and managed by the Somaiya Medical Trust and is situated in the Somaiya Ayurvihar Complex in the heart of the city of Mumbai. The sapling of Medical College has grown over the years and now has a multitude of qualified and experienced teaching faculty and Resident Doctors working in 21 well equipped departments. The College runs an Undergraduate Program in Medical Sciences (MBBS) and Postgraduate Programs in the broad specialities of Pediatrics (M.D.), Obstetrics and Gynaecology (M.S.) and Anatomy (M.D.)

The K.J. Somaiya Hospital & Research Centre, a tertiary level health-care centre, situated in the same campus with 520 beds serves as a teaching hospital for the medical college and offers modern yet affordable healthcare services in various disciplines to all sections of the society.

The vision of the institution is to be a leading provider of professional medical education in the country, integrating the highest standards of academic excellence with ethics and spirituality. The mission of the Institute is inspired by the guiding principle of the Bhagavad Gita-“To remove the suffering of all beings afflicted by pain or disease.”

During the first wave of COVID 19 pandemic crisis, K. J. Somaiya Hospital was one of the dedicated Covid Hospitals with 377 dedicated COVID beds including 74 ICU beds providing selfless treatment to the patients. During the second wave which started in March 2021, the Medical College and Hospital sprang back into action and committed itself to provision of health care services to patients affected with COVID with 410 dedicated COVID beds. A total of 4,485 patients have received treatment at the Hospital till date. K. J. Somaiya Medical College and Hospital was one of the first private hospitals to conduct the COVID -19 vaccination drive. Till date 14,969 individuals have been vaccinated at the Vaccination Centre. There were only 3 Adverse Events Following Immunization.

Taking into consideration the problem of a common man who faces difficulty in registering and securing appointment through online COWIN Portal, the Hospital took a lead in addressing these issues by setting up Help Desks for COVID-19 Vaccination not only at the Vaccination Centre but also in the nearby urban slum communities. The Help Desk staff helped the individuals in registration and securing appointments for COVID -19 Vaccination. They also addressed the queries related to vaccination and obtaining vaccine certificates. A total of 9,665 beneficiaries received help.

The 2nd International Healthcare Management Conference aims to gain an insight into the innovations in the Health Care sector to face the challenges posed by the COVID-19 pandemic.

New Jersey City University, Public University in Jersey City, New Jersey

New Jersey City University (NJCU) provides a diverse population with an excellent education. The University is committed to the improvement of the educational, intellectual, cultural, socioeconomic, and physical environment of the surrounding urban region and beyond.

New Jersey City University (NJCU) is a public university in Jersey City, New Jersey. It was established in 1927 and consists of the NJCU School of Business, College of Arts and Sciences, College of Education, and College of Professional Studies. It offers 50 undergraduate, 28 graduate programs, and 3 doctoral programs. It also offers number of programs in health sciences such as Business Administration Healthcare Management (MBA), including degree programs in medicine, nursing, counseling and other health sciences.

NJCU is ranked 2nd among New Jersey's four-year public nursing programs in "America's Best Nursing Schools for the Eastern Region" for 2015 by Nurse Journal. NJCU is in the top 20 percent in the nation when compared with all nursing programs in the survey. U.S. News & World Report ranked NJCU as the best public school in New Jersey for ethnic diversity.





Keynote Address by

Jijo Raju, Associate Vice President, Alkem Laboratories Ltd.

Date: 29th January, 2022

Topic: Navigating the New Normal with Focus on Healthcare Accessibility, Innovation and Sustainability

About the Speaker

Mr. Jijo Raju is currently the Associate Vice President at Alkem Laboratories Ltd, a renowned pharmaceutical company with the belief of 'Extended Lifecare Beyond Boundaries.' The pharmaceutical company stands at completing striking distance of 5 decades of redefining rules, empowering innovations, and transforming the world.

Mr. Jijo is an experienced Marketing Manager with a demonstrated history of working in the pharmaceuticals industry. He is highly skilled in Marketing Management, Pharmaceuticals. He previously worked as the Director of Sales and Marketing at Cipla. Mr. Raju dedicated 16 years of his precious time at Cipla upholding several roles including Product Manager, Marketing Manager, and Head of Marketing and Sales Department.

Mr. Raju has an extensive amount of knowledge under his belt which ranges from Marketing, Brand Management, Product Innovation and Strategy Implementation to Health Care Management. He has also pursued Executive MBA in Health Care Management from the University of Virginia Darden School of Business. Mr. Jijo has a strong marketing professional experience with an MDP focused on Innovation and leadership from the Indian Institute of Management, Bangalore. He received his Bachelor's Degree in Pharmacy from the College of Pharmacy, Nashik.



Inaugural Ceremony by

Dr. Katherine Careaga, Ph.D., M.P.H., Adjunct Professor, New Jersey City University

Date – 29th January 2022

About the Speaker

Dr. Katherine Careaga is a critically applied medical anthropologist with extensive public health research and teaching experiences. She holds a PhD in sociocultural epidemiology from El Colegio de Sonora, Mexico, and a Master of Public Health with a concentration in Cultural and Behavioral Dimensions of Health (medical anthropology) from the University of Arizona, where she also worked as a border health researcher.

Dr. Careaga has studied, worked, lived, and taught community health coursework in seven different countries before settling in New Jersey in 2016. She is currently teaching courses in cultural aspects of health, public health nutrition, and community health research at New Jersey City University. Over the past two years she taught global health at Rutgers University before starting in her research role at Rutgers' Cancer Institute of New Jersey. There, she researches adolescent vaccine hesitancy, decision-making, and messaging of parents and providers in the HPV vaccine low-uptake communities of Essex and Hudson counties of New Jersey. With her NJCU research students, she has undertaken related research on adolescent vaccination practices in NJCU student households to gain a deeper understanding of dynamics in this embedded sub-population of Hudson County. Her research interests include gendered vulnerability to communicable disease during the immigration process and in immigrant communities/enclaves.

2nd International Healthcare Management Conference

Date: 29th January 2022

About the Conference

MBA HCM is happy to announce its 2nd International Conference after successful completion of the 1st conference. The conference this year will focus on challenges and opportunities in building sustainability and providing accessibility to all in the new normal environment impacted after COVID 19. The world has realized the importance access to healthcare services and the role of technology and innovations in enabling masses to get the access in the aftermath of COVID 19. Covid-19 also exposed the gaps in public healthcare infrastructure in providing quality access of healthcare specifically to the weaker and vulnerable section of the society across the world including the developed countries.

The changes brought out by new technologies and innovations such as digital healthcare, use of AI and data analytics, alternative medicines, and focus on preventive medicine has brought out significant changes in consumer behavior in terms of adoption of technology and increased awareness, enhanced patient engagement, rising reach of healthcare organization and emergence of new tech health start-ups. This new normal in the healthcare is going to stay and all the stakeholders such as consumers, healthcare and tech organizations, government/s, as well as healthcare social organizations need to rise up to the occasion.

The present conference aims to provide a platform to discuss the issues emerging from this new normal and bring together healthcare practitioners, researchers, and academicians to exchange new ideas and share knowledge. The conference is multi-disciplinary in nature. We hope it will provide a platform to network and collaborate for future research in healthcare.

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.

Objectives of Conference

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

- Prominent changes in the healthcare sector particularly with consumer behaviour, the impact of new technologies, new consumer segments, and business models
- Challenges and Issues posed during Covid -19 vaccination drive.
- Possible opportunities to build sustainability and providing accessibility to all in the new normal after Covid-19.

Panel Discussion and Networking session

Date: 29th January, 2022

Theme: COVID19 Vaccination: The Road to Recovery and Beyond

The panel discussion will deliberate on global innovations to tackle the healthcare challenges and bring value to all the stakeholders including patients and caregivers. The panelists are from prestigious institutions including K J Somaiya Medical College and New Jersey City University.

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

Telemedicine and digital healthcare	Mental Health & wellness
Patient education and promoting self care	Public & Preventive Healthcare
Improved accessibility – coverage, services and timeliness	Changing consumer behaviour
Sustainable Healthcare Systems	Health financing & Health infrastructure
Challenges of data security and data privacy	Role of regulators
Use of Technology and Innovation in Healthcare	Entrepreneurial opportunities in Healthcare
Vaccination-Development, Drive and Management	Communication and media management
Public- Private partnership	Healthcare management for aged/ women/ children
Use of Data analytics and Information	Leadership in healthcare management
Management of Health-workers	Health Literacy & Health Education





Extended Abstract Paper Submission Guidelines

EXTENDED ABSTRACT

Extended abstract should be submitted in word document, not later than 20th December, 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

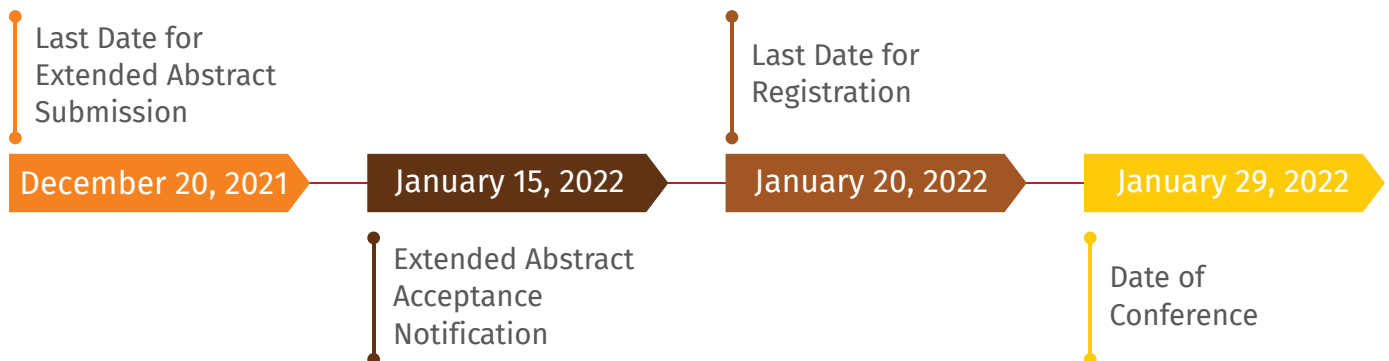
Best Paper Award

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
- The special issue of the 1st International Healthcare Management Conference 2021 is already out and here is the link for the same <https://bit.ly/2Z2q06l>

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 20th December, 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

Samavesh 2022

Samavesh 2022, the annual flagship event of MBA Healthcare Management at K J Somaiya Institute of Management, has been organised on 27 January 2022. This year will mark the 3rd edition of Samavesh with the theme 'Navigating the New Normal with Focus on Healthcare Accessibility, Innovation and Sustainability'. There will be a National level business case-study competition focused on Healthcare challenges in real-life Business problems.

Samavesh 2022 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.



Schedule

27th January, 2022

Activity

Samavesh

Healthcare Management Case Study Competition

Registration Link - <https://bit.ly/31ovYPZ>

29th January, 2022

Activity

Inaugural Ceremony & Keynote Address

Topic: Navigating the New Normal with Focus on Healthcare Accessibility, Innovation and Sustainability

2nd International Healthcare Management Conference & Research Paper Presentation

Panel Discussion and Networking session

Theme: COVID19 Vaccination: The Road to Recovery and Beyond

Felicitation

Registration Link - <https://bit.ly/3jz5lxM>



Conference Management Committee

Prof. (Dr.) Prema Basargekar
Conference Convenor
prema@somaiya.edu

Prof. (Dr.) Poonam Chauhan
Conference Co-convenor
poonam@somaiya.edu

Prof. (Dr.) Jaya Mathew
Conference Co-convenor
jayamathew@somaiya.edu

Ms. Bareera Masood
Student Convenor
bareera.m@somaiya.edu

Ms. Sejal Agarwal
Student Co-Convenor
sejal.agarwal@somaiya.edu



Contact Us

K J Somaiya Institute of Management
Somaiya Vidyavihar University,
Vidyavihar (E), Mumbai-400077, India
+91-22- 6728 3000 / 6728 3050 / 6728 3151

Email: simihco@somaiya.edu
Web: simsr.somaiya.edu

