NATIONAL CONFERENCE
ON

"Healthcare Management: Current State and Future Trends"

February 01-02, 2018

Sponsored by: Indian Council of Social Science Research (ICSSR)

Organized by:
School of Management
National Institute of Technology Rourkela
Rourkela, Odisha-769008, India
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Conference Theme

Healthcare possesses enormous potential for development of any country. The value and importance of healthcare management have grown in the last couple of years. Indian consumers are becoming more conscious about their health and lifestyle. Healthcare has become one of India's largest sectors both in terms of revenue and employment. The industry is growing at a tremendous pace owing to its strengthening coverage, services and increasing expenditure by the public as well private players. Thus, the socio-economic development of India is closely dependent on the healthcare sector. Of the many forces transforming our nation's healthcare system, none is more significant than the technological developments, from anaesthetics and antibiotics to magnetic resonance imaging scanners and radiotherapy. Future technological innovation is going to keep transforming healthcare, yet while technologies will drive innovation, human factors will remain one of the stable limitations of breakthroughs. Technology drives healthcare more than any other force, and in the future, it will continue to develop in dramatic ways. While we can glimpse and debate the details of future trends in healthcare, we need to be clear about the drivers so we can align with them and actively work to ensure the best outcomes for society as a whole.

India is now being counted among the leading destination for providing advanced diagnostic services. Within the healthcare sector, there has been a rise in the adoption of Healthcare Information Technology and Medical tourism making up US$ 1 billion (2016) and US$ 3 billion (2017) respectively. With growing focus on technological development in healthcare; Researchers and practitioners are focusing their thoughtfulness towards Healthcare Analytics, Healthcare Information System and Database management, Information Technology for the development of healthcare facilities and services.

Healthcare service quality has been acknowledged as the priority area by many Healthcare Administrators and consultants. With the rise in medical tourism, healthcare centres have been focusing on the development of infrastructure, facilities and quality of services. Hence, there is a defying need to understand the current scenario of Healthcare system in India and develop the system in sync with the growing trends and challenges.

The researchers and practioners from diverse disciplines have focused their attention to understand the current scenario and future trends in the field of healthcare management.

This conference on "HealthCare Management: Current State and Future Trends" will attempt to answer the issues and concerns by bringing together the eminent management experts, business leaders and panel of speakers from around the world to share their views and discuss the theories and practices related to the present healthcare industry scenario around globe.

Conference Objectives

✔ To provide an open forum to present and discuss research in the Healthcare management area in the framework of and pertinent to the current scenario and future trends.

✔ To facilitate sharing management research based ideas and views among academicians and practioners

This can be achieved through multidisciplinary research based idea generation and discussion. The attempt is to bring about richness in discussion by encouraging contributions from researchers across academic institutions and industry worldwide. The research papers should broadly address the conference theme and issues. Academicians and professionals working on this theme are encouraged to contribute new

Key Subtheme Areas

We welcome papers and posters on the wide variety of topics that addresses topic of importance to managers, marketers, consumers and policy makers. All papers will be blind reviewed and full papers/ extended abstract will be published in the proceedings.

✔ **Healthcare Management:** Healthcare Economics, Medical Technology Management, Healthcare Marketing, Human Resource Management in Healthcare, R&D and Entrepreneurial Management in Healthcare, Financial Management in Healthcare, Medical Entrepreneurship, Healthcare Insurance and Risk Management

✔ **Healthcare Issues and resolution measures:** Emerging Healthcare Issues, Healthcare Challenges in Rural Areas, Occupational Health challenges and Safety Management, Women and Child welfare as Public Responsibility, Patients safety and quality management, Corporate Social Responsibility toward healthcare system in India, Private ,Public and Corporate Healthcare system in India

✔ **Regulatory Issues and Strategic Management in Healthcare:** Government Policies and Healthcare Management, Regulatory Affairs for Healthcare Products, Intellectual Property Management in Healthcare

✔ **Patient Safety Management:** Advanced Safety Management and Quality Improvement Tools, Coverage and Delivery of Pervasive Healthcare Services, Pervasive Health Systems in Medicine, Disease Control and Prevention, Quality Risk Management System, Clinical Practice Improvement

✔ **Healthcare Services and Service Quality:** Customer Service in Hospitals, Mobile healthcare services, Alternative Medicine System, Medical tourism and Wellness, AYUSH system of Healthcare, Value based healthcare system

✔ **Healthcare Analytics and Informatics:** Healthcare Information System, Patient Data Management and Security, Predictive Analytics for Identifying Health Risks, Research Methods for Healthcare, Web Technology in Medicine and E-Health, Evaluation and use for Healthcare IT, E- commerce in Healthcare, Mobile Technologies in Healthcare

Best Paper Award: To recognize the preeminent contribution with a particular focus on the theme of the conference, one paper shall be selected for the Best paper award. The criteria for review and evaluation would be Rationale, Applicability, Methodology, Originality, Conclusions, Managerial implications and relevance.

Guidelines for Abstract Submission: Selection of papers for presentation will be based on detailed abstracts of up to 1000 words. Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. The author(s) should clearly mention under what area of interest of the conclave the abstract is to be included. They should adhere to the following for both abstract and full paper:

Length Abstract	500-1000 words
Full Paper	Max 6000 words excluding title/cover page and references
Margins	2.5 cm. or 1 inch
Font	Times New Roman 12 point
Spacing	1.5
Title page	Title, author(s), affiliation(s), contact details
Key words	Four to Five

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A soft copy of the abstract in Microsoft Word should reach the conference coordination committee not later than December 31, 2017 addressing to hmcf2k18@gmail.com with subject line as "Abstract Submission". Authors will be notified of acceptance by January 05, 2017. Acceptance of the abstract implies that at least one of the authors will attend the conference and present the paper. In case a paper is submitted for presentation in absentia, a processing fee of would be charged.

Guidelines for Full Paper Submission: One soft copy in MS-Word format of the paper selected for presentation at the conference will have to be submitted to the conference coordination committee by January 15, 2018 addressing to hmcf2k18@gmail.com with subject line as "Full Paper Submission". Papers must include a dear indication of the purpose of research, methodology, major results, implications, and key references. For references and footnotes, authors should use the style followed by APA.

Registration: Registration fee of Rs 3000 per academic participant and Rs 5000 per industry participant. For research scholars/ students, fee would be Rs 2000. To be sent latest by January 15, 2018 through a demand draft in favour of "CONFERENCE NIT ROURKELA" payable at SBI,NIT Rourkela, Branch Code: 2109 to the address mentioned in the registration form. You may choose to pay the amount through NEFT/Online transfer (Mention "Healthcare Management" in remark box during transfer) with the details mentioned below and send us a mail citing payment details.

Account Number	36734418111
Account Name	CONFERENCE NIT ROURKELA
IFSC Code	SBIN0002109
MICR Code	769002007
Bank Name	State Bank of India
Branch Name	SBI, NIT Campus, Rourkela

Registration fee will include inaugural dinner, lunch and tea for the conference days and a copy of the conference proceedings. Registration form is attached with the conference brochure. The registration form should be sent along with the demand draft.

Accommodation: The conference is being held in the campus of the Institute. Limited number of rooms is available at the Institute Guest Houses located in the campus for conference participants on payment on first come first serve basis. Request for reservation of room should be sent along with the full payment by January 15, 2018. Alternatively, you could reserve a room at any of the leading hotels in Rourkela.

Approach:
Rail: Rourkela Railway station is 8 km from the venue, Regular trains available from Howrah, Bhubaneswar, Ranchi, Nagpur, Mumbai.
Road: Well connected with Kolkata, Bhubaneswar, Sambalpur, Jharsuguda and Ranchi.
Nearest Airport: Kolkata, Bhubaneswar, Ranchi

EVENT	DEADLINE
Last date of Abstract Submission	December 31, 2017
Notification of Acceptance of the Abstract	January 05, 2018
Last Date for Submission of Full Papers(For selected abstracts only)	January 15, 2018
Last Date of Registration	January 15, 2018
Conference Dates	February 01-02, 2018

Conference Committee

Prof. Animesh Biswas, Director, NIT Rourkela (Patron)

Local Organizing Committee

Prof. Dinabandhu Bag, Chairman
Prof. Rajeev Kumar Panda, Convener
Prof. Chandan Kumar Sahoo, Co-convener
Prof. S.H. Uzma, School of Management
Prof. Vivek Kumar Pathak, School of Management
Prof. Nihar Ranjan Mishra, Humanities and Social Sciences
Prof. A.K. Rath, Humanities and Social Sciences

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Prof. K.K. Mohapatra, Dean (AA), NIT Rourkela

Conference Secretariate

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REGISTRATION FORM

NATIONAL CONFERENCE
"Healthcare Management: Current State and Future Trends"
February 01-02,2018

Name: _____

Designation: _____

Institute/Organisation: _____

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_____

Mobile: _____ E-mail: _____

Registration Fee:

INR: _____

Demand Draft Details : No:_____ Date : _____

Registration catgory:

Corporate (   )/ Academic (   )/ Research Scholar (   )/ Others (   )

Date: _____   Signature: _____

Place: _____

The completed Registration Form along with the demand draft should be sent to:
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Phone: 0661-2462804/2464803. Mobile: +91 7205892883