

DISSERTATION SYNOPSIS

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TITLE:

The Nutraceutical Revolution: Unveiling the Forces Shaping the Industry

INTRODUCTION:

Nutraceutical products can be considered non-specific biological therapies to promote general well-being, control symptoms, and prevent malignant processes. The term “nutraceutical” combines the two words “nutrient,” which is a nourishing food component, and “pharmaceutical,” which is a medical drug.

RESEARCH QUESTIONS –

1. What are the views of primary stakeholders on nutraceutical products?
2. What are the limiting factors in the nutraceutical industry?
3. What factors influence stakeholders to move towards nutraceutical products?
4. How do prescribers perceive the efficacy and safety of nutraceutical products compared to different pharmaceuticals?

OBJECTIVES:

1. To assess the views of stakeholders towards nutraceutical products.
2. To evaluate the limitations and influential factors in prescriber/consumer in nutraceutical recommendations.
3. To identify the current nutraceutical products in the market according to their safety and efficacy

HYPOTHESIS:

"We hypothesize that widespread adoption of nutraceutical products will positively influence specific health outcomes among users. This study aims to explore how perceptions and views of individuals impact the acceptance and efficacy of nutraceutical products, recognizing potential limitations in cultural beliefs and personal preferences that may affect adoption rates."

MATERIAL & METHODS –

➤ **Study Design –**

This study will employ a cross-sectional observational approach to gather data from healthcare providers in diverse healthcare settings.

➤ **Study Population:**

The target population will be stakeholders in the nutraceutical industry. (location Delhi)

SETTING –

Hexagon Nutrition Ltd, West Delhi, India.

STUDY POPULATION –**1. Inclusion Criteria–**

- Licensed prescriber practicing in Delhi, India.
- Hospitals
- Nurse practitioner
- Pharmacist
- Dieticians
- Willingness to participate in the study.

2. Exclusion Criteria:

- Prescribers on leave or unable to participate due to time constraints.
- Healthcare professionals who are not licensed to prescribe medications.

3. STUDY TOOLS –

We will design a structured questionnaire to collect data on prescribers' perceptions, attitudes, and knowledge concerning nutraceutical products. Additionally, we will interact with some stakeholders of the nutraceutical industry.

4. SAMPLE SIZE -

The sample size for all stakeholders in Delhi, India, will be determined using appropriate statistical methods to ensure sufficient power to detect significant differences in perceptions among prescribers.

5. DURATION OF STUDY

90 days, from March 24, 2024 – June 13, 2024

SAMPLING TECHNIQUE-

Convincing Sampling.

DATA COLLECTION PLAN-

- Formulation of the questionnaire aligned with research questions and objectives.
- Conducting pilot testing of the questionnaire to ensure validity and reliability.
- Enlisting participants from diverse healthcare settings.
- Distributing the questionnaire and gathering responses.
- Performing data cleaning and analysis using suitable statistical methods.
- Interpretation of findings and dissemination of results through research publications and presentations.

ETHICAL CONSIDERATIONS –

Informed consent from all the study participants.

IMPLICATIONS OF RESEARCH-

This research aims to provide valuable insights into the perceptions of prescribers regarding nutraceutical products. The findings may inform healthcare policies, educational interventions, and clinical practice guidelines to promote better integration of nutraceuticals into patient care.

INFERENCES –

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Conover, E. A. (2002). Over-the-counter products: nonprescription medications, nutraceuticals, and herbal agents. *Clinical obstetrics and gynecology*, 45(1), 89-98.