

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

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Pharmaceutical Management

by

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Under the Supervision and Guidance of

Akshay Kumar Mishra

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Internship Report

Introduction

This report summarizes my internship experience at IIHMR University, Jaipur, under the guidance of Associate Professor Akshay Kumar Mishra, from May 10, 2025, to May 31, 2025. As a student pursuing a Master of Business Administration in Pharmaceutical Management, the internship provided a valuable opportunity to gain practical exposure to the healthcare and pharmaceutical sectors, particularly in the domain of pharmacovigilance and the application of emerging technologies like artificial intelligence (AI). The internship was conducted in an academic setting, focusing on research and stakeholder engagement, which complemented my academic coursework and dissertation work.

Objectives of Internship

The primary objectives of the internship were:

- To gain hands-on experience in healthcare research, with a focus on pharmacovigilance and AI applications.
- To develop skills in designing and conducting surveys to collect stakeholder perspectives.
- To enhance understanding of the practical challenges and opportunities in integrating AI into post-marketing surveillance (PMS) in India.
- To collaborate with academic professionals and contribute to ongoing research initiatives at IIHMR University.
- To build professional competencies in data analysis, report writing, and communication within the healthcare industry.

Organizational Profile

IIHMR University, Jaipur, is a premier institution specializing in health management, hospital administration, and pharmaceutical management. Established as the Indian Institute of Health Management Research, it has evolved into a leading university offering specialized postgraduate and doctoral programs. The School of Pharmaceutical Management, where I conducted my internship, focuses on preparing professionals for leadership roles in the pharmaceutical and healthcare sectors. The university is recognized for its research

contributions, industry collaborations, and emphasis on addressing real-world healthcare challenges, particularly in the Indian context.

Services Provided by Organization

IIHMR University provides a range of academic and research services, including:

- Postgraduate programs such as MBA in Pharmaceutical Management, Hospital and Health Management, and Health Economics.
- Research and consultancy services in public health, pharmacovigilance, and healthcare policy.
- Training and capacity-building programs for healthcare professionals and policymakers.
- Collaboration with national and international organizations, including WHO and government bodies like CDSCO, to advance health management research.
- Dissemination of research findings through publications, conferences, and workshops.

Key Activities/Projects Undertaken Other than Dissertation

During the internship, I engaged in several activities beyond my dissertation research, under the guidance of my mentor, Akshay Kumar Mishra:

- **Assisting in Workshop Organization:** Supported the planning and execution of a workshop on "Emerging Technologies in Healthcare" at IIHMR University, which included sessions on AI applications in pharmacovigilance. My role involved coordinating with guest speakers and preparing presentation materials.
- **Literature Review Support:** Conducted a supplementary literature review on global AI applications in healthcare, focusing on case studies from the USA and EU, to support faculty research projects.
- **Stakeholder Engagement:** Assisted in reaching out to healthcare professionals and pharmacists through professional networks (e.g., LinkedIn and WhatsApp groups) to expand participation in ongoing research surveys.
- **Data Management Training:** Participated in training sessions on using Microsoft Excel 365 and SPSS v26 for data organization and statistical analysis, which enhanced my analytical skills.

- **Drafting Reports:** Contributed to drafting sections of a policy brief on regulatory frameworks for AI in Indian healthcare, which was intended for submission to a national health policy forum.

Key Learnings from Internship

The internship provided several key learnings that enriched my professional and academic growth:

- **Practical Research Skills:** Gained hands-on experience in designing online surveys using Google Forms and analyzing data with SPSS, which improved my ability to handle real-world research challenges.
- **Understanding Stakeholder Perspectives:** Learned the importance of engaging diverse stakeholders (healthcare professionals, pharmacists, students) to gather comprehensive insights, particularly in the context of AI and pharmacovigilance.
- **Importance of Ethical Considerations:** Developed a deeper understanding of ethical issues in AI, such as data privacy and transparency, which are critical for building trust in healthcare technologies.
- **Collaboration and Communication:** Improved my ability to collaborate with academic professionals and communicate research findings effectively, both in written reports and during workshop discussions.
- **Relevance of Rural Healthcare:** Recognized the need to address healthcare disparities in rural India, particularly in implementing AI-driven solutions for pharmacovigilance.