

Internship at IIHMR UNIVERSITY, JAIPUR

By

ASHUTOSH KUMAR GUPTA

Dissertation submitted for the partial fulfillment of the
MBA- Pharmaceutical Management

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The IIHMR University, Jaipur

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Internship Report

Intern's Name: Ashutosh Kumar Gupta

Internship Organization: IIHMR University

Mentor: Dr. Sudhinder Singh Chowhan

Internship Duration: 3 Months (10 March 2025 – 31 May 2025)

1. Introduction

This report details a three-month internship undertaken at IIHMR University. The core of this internship involved a comprehensive research project titled "The Power of Conversations: Digital H2H Marketing Strategies for OTC Drugs in India." This study aimed to investigate the strategic importance of digital Human-to-Human (H2H) marketing in fostering growth within the Over-the-Counter (OTC) pharmaceutical market in India. The internship provided a practical platform to apply academic methodologies and theoretical frameworks to a pertinent issue in the healthcare marketing domain, under the mentorship of Dr. Sudhinder Singh Chowhan.

2. Objectives of Internship

The primary objectives of this internship were intrinsically linked to the research goals of the dissertation project:

- To evaluate the impact of digital H2H marketing strategies on consumer trust and brand loyalty concerning OTC drugs.
- To assess consumer behavior and preferences in response to various digital marketing engagement strategies.
- To analyze the specific role of social media in influencing consumer purchase decisions for OTC drugs.
- To gain hands-on experience in conducting mixed-methods research within a professional academic setting.
- To formulate evidence-based recommendations for pharmaceutical marketers and contribute to policy discussions regarding digital marketing ethics.

3. Organizational Profile: IIHMR University

IIHMR University, situated in Jaipur, India, is a globally recognized institution dedicated to health management and research. It plays a pivotal role in strengthening healthcare systems through education, training, research, and consultancy. The University focuses on developing leaders and professionals capable of addressing the complex challenges in the healthcare sector. Its academic programs, research initiatives, and collaborations aim to improve public health outcomes and advance healthcare practices both nationally and internationally. The environment at IIHMR University fosters rigorous academic inquiry and provides a strong foundation for conducting impactful research relevant to the healthcare industry.

4. Services Provided by Organization

IIHMR University primarily provides services in:

- **Education and Training:** Offering various postgraduate and doctoral programs in health management, pharmaceutical management, and related fields.
- **Research:** Conducting extensive research projects that address contemporary issues in public health, healthcare policy, health economics, and pharmaceutical management.
- **Consultancy:** Providing expert advice and solutions to governmental, non-governmental, and corporate organizations in the healthcare sector.
- **Capacity Building:** Organizing workshops, seminars, and training programs for healthcare professionals.

5. Key Activities/Projects Undertaken Other than Dissertation

My primary focus during the internship was the execution and completion of the dissertation project, "The Power of Conversations: Digital H2H Marketing Strategies for OTC Drugs in India." This comprehensive project encompassed various activities that formed the core of my practical experience. While no distinct separate projects were assigned beyond this, the dissertation work itself involved a multitude of activities typical of a research internship:

- **Literature Review:** Conducting an extensive systematic review of existing academic literature on digital marketing, H2H marketing, consumer behavior, and the OTC pharmaceutical market in India.

- **Methodology Design:** Developing a robust mixed-methods research design, including the creation of online survey questionnaires and guides for in-depth interviews and focus group discussions.
- **Data Collection:** Managing the online survey distribution to 200 respondents using Google Forms and facilitating qualitative data collection through interviews and focus groups.
- **Data Analysis:** Applying quantitative data analysis techniques using Microsoft Excel and performing thematic analysis for qualitative responses.
- **Report Writing:** Structuring and drafting the dissertation report, including the abstract, introduction, methodology, results, discussion, and conclusion sections.
- **Ethical Considerations:** Ensuring adherence to ethical guidelines, including data privacy and informed consent procedures.

These activities, while part of the dissertation, constituted the practical engagement and contribution during the internship period.

6. Key Learnings from Internship

The three-month internship at IIHMR University, centered on the dissertation project, provided invaluable learning experiences:

- **Deepened Understanding of Digital H2H Marketing:** Gained a comprehensive understanding of how personalization, authenticity, and emotional connection are critical elements for effective consumer engagement in the digital context, particularly for OTC drugs in India.
- **Proficiency in Mixed-Methods Research:** Enhanced skills in designing and executing complex research, integrating both quantitative and qualitative approaches to provide a holistic understanding of a research problem.
- **Data Analysis and Interpretation:** Developed practical expertise in analyzing survey data using tools like Microsoft Excel and conducting thematic analysis for qualitative insights, translating raw data into meaningful findings.
- **Consumer Behavior Insights:** Acquired nuanced insights into Indian consumer behavior and preferences in the digital pharmaceutical market, including the influence of social media and varied motivations across demographics.

- **Importance of Ethical Communication:** Reinforced the understanding that honest and transparent communication is not only a best practice but essential for building long-term consumer trust and brand loyalty in the pharmaceutical industry.
- **Practical Application of Theory:** Successfully bridged theoretical knowledge with practical application, seeing how academic research can directly inform strategic decisions for marketers and regulatory bodies.
- **Project Management Skills:** Managed a significant research project from conception to conclusion within a defined timeframe, honing organizational and time management skills.

This internship solidified my research capabilities and provided a strong foundation for future engagement in the healthcare marketing and research domains.