



PRESS RELEASE

Research paper accepted by world class journal

A research paper written by Professor Sudeep Rohit of Chandragupt Institute of Management Patna (CIMP) was recently accepted by world class journal. The research paper accepted by the Journal of Marketing Management published from the United Kingdom, focuses on health-related issues of poor consumers who are beneficiaries of the National Rural Health Mission (NRHM). In the paper, Professor Sudeep and his co-authors from India and Australia, argue for higher involvement of the beneficiaries and how such involvement can initiate a process of learning from each other. When such collaborations are initiated, health programs such as the NRHM can incorporate ground realities that would enable better access and use of such programs. Professor Sudeep explains that his research has important implications not only for the NRHM but other large-scale public programs that fail to meet their objectives because of poor adoption by beneficiaries. The professor explained that his team has been working on this research paper for 5 years. Data for the research was collected from Uttar Pradesh, Madhya Pradesh and Rajasthan. He further explained that the Journal of Marketing Management is ranked as an 'A' by the most respected council which ranks journals publishing research in the Marketing domain. It may be noted that Professor Sudeep was also invited to America to present his research findings and his research has received international awards. The professor thanked the director of CIMP, Dr. V. Mukunda Das for creating an atmosphere conducive to research. Professor Sudeep is a Ph.D. from Indian Institute of Management Tiruchirappalli.