

Cambridge Invite for CIMPian

Chandragupt Institute of Management Patna (CIMP), the premier B-school of the state, gets yet another feather in its cap as the research paper by Mr. Rajeev Ranjan has been accepted for presentation at the 23rd International Conference on Multidisciplinary Studies scheduled to be held at University of Cambridge (UK) during 30-31 July, 2020. Mr. Rajeev Ranjan is a senior management professional and the head of administration at CIMP. The paper by Mr. Ranjan entitled *Changing Health-related Behaviour Leveraging Data Analytics* explores the potential of Data Analytics in Changing Health-related Behaviour (CHB) of the people.

The paper cites the “3-4-50 Concept” which says that 3 behaviours (poor diet, little to no physical activity and smoking) alone lead to 4 types of diseases (heart disease/stroke, diabetes, cancer, pulmonary disease) that in turn account for 50% of the deaths worldwide. It is for this reason that in public health interventions, emphasis has been on “changing behaviours” or early interventions so that the negative or harmful consequences that follow such health compromising or risky behaviours get minimized. The paper advocates that Data Analytics has the potential to harness diagnostic information which also includes individual behavioural patterns in the healthcare industry; generated through clinical examination, diagnostics and medical or surgical interventions; and not only to obviate morbidity to a great extent, but also bring down the expenses on therapeutic and/or clinical diagnosis, intervention and management and save lives.

CIMP Director Dr. V. Mukunda Das, speaking over phone, has expressed his delight and congratulated Mr. Rajeev Ranjan on this feat. He thanked *Hon'ble* Chief Minister Shri Nitish Kumar; who also happens to be the Chairman of the Board of Governors of the institute; for envisioning and setting up this institute due to which it has been possible to create an ambience for research. Chief Liaison Consultant, Mr. Kumod Kumar, said that this is a historic moment for the institute as for the first time in the history of the institute, anyone from CIMP has got this opportunity at University of Cambridge.

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