CIMP professor wins best paper award at prestigious American conference

Sudeep Rohit, professor of Marketing at Chandragupt Insitute of Management Patna (CIMP) has won the best paper award at the 2020 American Marketing Association Conference. The American Marketing Association (AMA) is a professional association for Marketing academics and professionals and publishes flagship journals like the Journal of Marketing and the Journal of Marketing Research, amongst others. The AMA organizes two flagship academic conferences every year. Each year, scholars from across the globe submit their research papers, hopeful of presenting their work in front of renowned Marketing scholars. With an acceptance rate of about 25 to 30 percent, it is considered quite an achievement to have one’s paper selected for presentation. Each submitted paper is evaluated by anonymous reviewers in a process of ‘blind review’ which ensures that both, the authors of the paper and the reviewers remain anonymous to each other. The conference, which was originally planned to be organized in San Francisco, California, had to adopt a virtual format because of the COVID – 19 situation.

Professor Sudeep’s research paper titled “Value Co-Creation at the BoP: Beneficiary Roles in Policy-Based Healthcare Service Delivery” was one amongst the few research papers that were selected for presentation at the conference this year. This paper was also adjudged the “best paper” submitted and presented at the conference. This year, scholars from American, UK, Canadian and Chinese universities, amongst others, presented their research papers. From India, scholars from Indian Insitute of Management Bangalore, Lucknow and Kozhikode also presented their papers. Professor Sudeep was the only representative from Patna. His paper proposes a new theoretical lens for the design and delivery of health service programs to poor consumers. The professor and his team collected data from poor rural consumers. Their study shows that a ‘top-down’ approach to policy intervention does not benefit the poor. Instead, the author and his team propose a ‘bottom-up’ approach to policy design and delivery. Such an approach “…ensures that the intricacies in selection of health service providers by poor beneficiaries are taken into account”, suggests Professor Sudeep. A ‘top-down’ approach “…fails to capture local, indigenous cures which are deeply ingrained in the minds of the rural poor, and preferred over modern medicine, thus impeding well-intentioned Government objectives”. The professor also mentions that “…should policy-makers take these decision making factors into account, more value is likely to be created for all entities in the ecosystem”. Professor Sudeep, a Ph.D. from the Indian Institute of Management Tiruchirappalli, also thanked the Director of CIMP, Dr. V. Mukunda Das for encouraging him to undertake world class research, providing the best research infrastructure and for the creation of an overall academic environment, imperative for research.