



TAPMI

**T. A. PAI MANAGEMENT INSTITUTE
MANIPAL - 576104**

Research Seminar

“Relationship Building in the Health Setting: Insights from
a Qualitative Exploration”

Speaker

Prof. V. Vijaya

Centre for Executive Education
T. A. PAI Management Institute, Bangalore

3.00 p.m. Dec 02, 2009, Classroom No. F2, TAPMI New Campus

All are invited

Abstract

Qualitative research has gained prominence in recent times in the area of health services research. This seminar is based on a qualitative case study of a multispecialty Health system about 20 yrs old. This Health system has been growing both in terms of brand and profitability in the last ten years and has 6 hospitals under the management. The present business model is one with various SBUs taken care of by business heads that take care of a cluster of related medical specializations. These business unit heads act as the link between the technical Heads of the department and the Top management. The objective of the study was to understand relationship building in the hospital setting. The study is based on primary data collected from 40 employees representing near complete census of the mid and senior management levels. They have been interviewed with specific probing on some their business unit objectives, the representative stake holders and their experiences related to their business unit stakeholders. It is an exploratory study and the grounded theory approach has been used to infer certain themes and concepts based on induction. Relationship building is treated as a construct. The specific insights gathered with reference to the health context will be shared during the presentation.

Contact:

Research Committee, T. A. PAI Management Institute

Email: rpc@tapmi.edu.in

Phone: +91-820-2701033

Log on: www.tapmi.edu.in