

**Master Class Ep. 147 | | "Pharmaceutical  
Digital HR and Marketing Analysis" | |  
Tuesday, February 02, 2026, 10.00 AM -  
01:00 PM IST  
(Offline)**

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**From:** IIHMRU President Office

[presidentoffice@iihmr.edu.in](mailto:presidentoffice@iihmr.edu.in)

**To:** Apurv Kumar [apurv.pm17@iihmr.in](mailto:apurv.pm17@iihmr.in)

**Sent:** Monday, February 2 at 9:00 AM

Dear Tupe Mansi Jitendra,

Greetings for the day.

Hope this email finds you in great health.

IIHMR University takes the lead to organize a series of Master Classes specially curated for the students to enlighten and share insights on issues and initiatives of current interest. The University is conducting a session on February 02, 2026 – from 10.00 AM – 01:00 PM IST (Offline).

The masterclass will help students to understand  
“Pharmaceutical Digital HR and Marketing Analysis”.

**Title – “Pharmaceutical Digital HR and Marketing Analysis”**

**Guest Speaker:** Dr. Rishu Roy, Consultant and Instructor,  
Digital HR and Marketing, Indore

**Moderator:** Dr. Sudhinder Singh Chowhan, Associate  
Professor, School of Pharmaceutical Management, IIHMR  
University, Jaipur

**Student Coordinator –**1. Apurv Kumar, Batch: MBA  
PM-17

**Date:** Monday, February 02, 2026

**Time:** 10.00 AM – 01:00 PM IST

**Mode:** Offline

The Session will be of Approx 165 minutes followed by 15-minute question-answer session (3 Hours duration). The target audience will be MBA PM 1<sup>st</sup> Year students along with Faculties and Team Members of Placements & Alumni Relations.

Thanks and Regards



President Office

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**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**“Master Class Episode 147”**

<b>“Master Class Episode 147”</b>
<b>TOPIC: “Pharmaceutical Digital HR and Marketing Analysis”</b>
<b>DATE: February 02, 2026, (10:00 a.m. to 1:00 p.m.)</b>
<b>VENUE: IIHMR University, Jaipur (OFFLINE MODE)</b>
<b>SPEAKER: Dr. Rishu Roy</b> , Consultant and Instructor, Digital HR and Marketing, Indore
<b>NUMBER OF PARTICIPANTS: 122 Students</b>
<b>INTRODUCTION:</b> The Master Class 147 session titled <b>“Pharmaceutical Digital HR and Marketing Analysis”</b> was held on <b>February 02, 2026</b> , at <b>IIHMR University</b> in offline mode. The session was moderated by <b>Dr. Sudhinder Singh Chowhan, Associate Professor, School of Pharmaceutical Management, IIHMR University, Jaipur</b> . The guest speaker <b>Dr. Rishu Roy</b> , Consultant and Instructor, Digital HR and Marketing, Indore.
<b>OBJECTIVE:</b> A master class on <b>Pharmaceutical Digital HR and Marketing Analysis</b> was conducted to provide students with industry-oriented insights into the evolving landscape of pharma marketing. The session focused on how digital transformation, analytics, and artificial intelligence are reshaping regulatory affairs, marketing strategies, and decision-making in the pharmaceutical industry. The master class successfully bridged theoretical concepts with real-world applications.
<b>Salient Novel Points Covered</b>
<b>1.</b> In this master class we covered Foundations of Pharmaceutical Digital Marketing The session began with an overview of the foundations of pharmaceutical digital marketing. Emphasis was placed on the importance of regulatory affairs (RA) bodies and frameworks, which govern ethical and compliant communication in pharma marketing. The discussion highlighted the paradigm shift from traditional RA processes to electronic Regulatory Affairs (e-RA) and paperless systems, improving efficiency, accuracy, and compliance.
<b>2.</b> The role of advanced technologies such as Generative AI platforms (e.g., IBM Watson) was introduced, demonstrating how AI supports data interpretation, decision-making, and strategic planning in pharmaceutical marketing and regulatory processes.
<b>3.</b> Digital vs Traditional Marketing in Pharma - A comparison between digital and traditional marketing approaches was discussed. Traditional marketing relies heavily on field force, print media, and personal selling, while digital marketing emphasizes online engagement, analytics, and personalized communication.
<b>4.</b> The concept of D/B (Digital & Brand) integration was highlighted, stressing the need to seamlessly integrate digital strategies with traditional brand-building efforts to maximize reach and impact.

Analytics and Digital Quotient (DQ) - The master class covered the types of analytics used in pharmaceutical marketing: Descriptive analytics – understanding what has happened, Predictive analytics – forecasting future trends, Prescriptive analytics – recommending actions for optimal outcomes.

**5.** The concept of Digital Quotient (DQ) was introduced as a measure of an organization's digital maturity, digital skills, and ability to leverage technology effectively in marketing and decision-making.

SEM vs SOM - The difference between SEM (Search Engine Marketing) and SOM (Share of Market) was explained, highlighting how digital visibility contributes to overall market share.

The 4M's of marketing - Manpower, Money, Machine, and Material—were discussed with an emphasis on their seamless integration in digital marketing strategies to ensure efficiency, scalability, and consistency in campaign execution.

Role of AI in Regulatory Affairs - The application of Artificial Intelligence in Regulatory Affairs (RA) was a key focus area. AI tools assist in: Clinical trials management, Drug approval processes, Data analysis and documentation.

**6.** The use of statistical approaches such as the Yamane formula and marginal error method was briefly discussed in the context of research design, sampling, and data accuracy.

**Q&A and Interactive Session:** The session concluded with an engaging and interactive Q&A segment, during which students actively participated by raising questions related to the practical application of Pharmaceutical Digital HR and Marketing Analysis.

**Conclusion:** The master class provided valuable insights into the intersection of digital marketing, analytics, AI, and regulatory affairs in the pharmaceutical industry. It emphasized the importance of data-driven strategies, regulatory compliance, and digital transformation. Overall, the session enhanced students' understanding of modern pharmaceutical marketing practices and prepared them to adapt to the rapidly evolving digital healthcare ecosystem.

## Master Class on Pharmaceutical Digital HR and Marketing Analysis

Monday, February 02, 2026 10.00 AM – 01:00 PM IST

IIHMR University, Jaipur



SPEAKER

**Dr. Rishu Roy**  
Consultant and Instructor  
Digital HR and Marketing, Indore



MODERATOR

**Dr. Sudhinder Singh Chowhan**  
Associate Professor  
School of Pharmaceutical Management  
IIHMR University, Jaipur



**Apurv Kumar**  
Batch: MBA PM-17  
IIHMR University, Jaipur

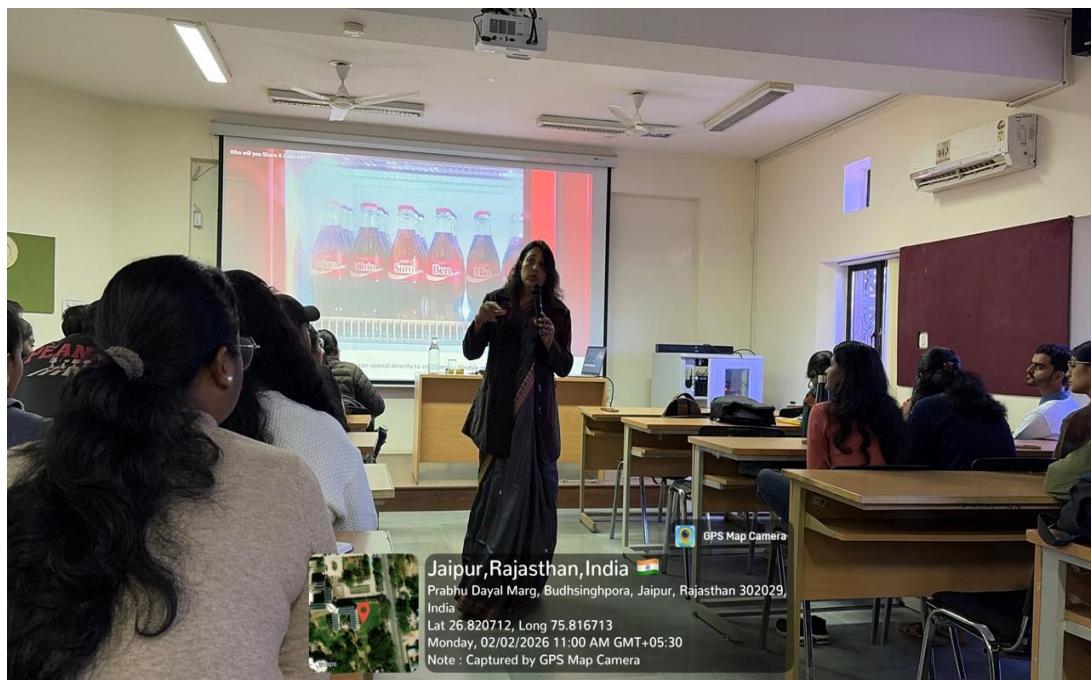


**Amisha Sharma**  
Batch: MBAPM-17  
IIHMR University, Jaipur



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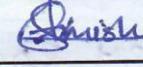
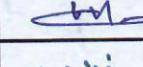
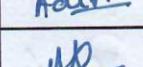
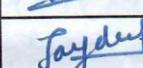
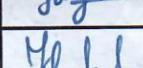
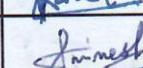
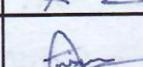
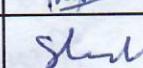
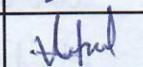
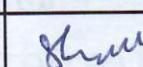
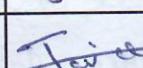
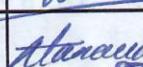
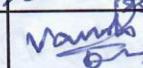
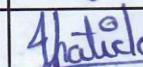
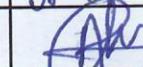
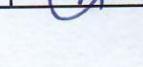




## Master Class Episode 147

Date: 02/02/2026 (10:00 AM to 01:00PM)

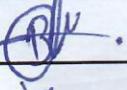
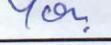
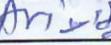
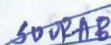
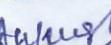
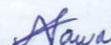
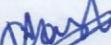
### Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
1	Apurv Kumar	MBA - PM 17	
2	Amisha Sharma	MBA - PM 17	
3	Sujal Lanje	MBA - PM 17	
4	Ritik Gupta	MBA - PM 17	
5	Mudit Singh Paleria	MBA - PM 17	
6	Nirvika Biyani	MBA - PM 17	
7	Muskaan Gupta	MBA - PM 17	
8	Mahantesh Kagale	MBA - PM 17	
9	Aditi Gupta	MBA - PM 17	
10	Sonar Brathamesh	MBA - PM 17	
11	Jaydeep Solanki	MBA - PM - 17	
12	Yash Sonune	MBA - PM - 17	
13	Yash Rohil	MBA - PM - 17	
14	Animesh Mishra	MBA - PM - 17	
15	Anjana Sanger	MBA - PM - 17	
16	Shashank Singh	MBA - PM - 17	
17	Vipul Yadav	MBA - PM - 17	
18	Shashank Pal	MBA - PM - 17	
19	Jaideep Singh	MBA - PM - 17	
20	Aditya Vyas	MBA - PM - 17	
21	Nanavati Yashika Hail	MBA - PM 17	
22	Vaish Dangar	MBA - PM 17	
23	Ishika Patidar	MBA - PM 17	
24	Jawun Sharma	MBA - PM 17	
25	Akshay Shinde	MBA - PM 17	

# Master Class Episode 147

Date: 02/02/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
26	Bhagirashree Shingade	MBA - PM 17	
27	Yogesh Dutt Tiwari	MBA PM 17	
28	Arijit Dey	MBA PM 17	
29	SOURABH BASARAGAON	MBA PM- 17	
30	APOORV TRIPATHI	MBA - PM - 17	
31	Mihir Panchal	MBA PM 17	
32	Prachi Munti	MBA - PM 17	
33	Deepsushree	MBA - PM 17	
34	Aukush Patwari	MBA - PM 17	
35	Shreuti Rathore	MBA - PM 17	
36	Ayale Lakhota	MBA - PM - 17	
37	Pankaj Brajapati	MBA - PM 17	
38	Geetika Sankhla	MBA - PM - 17	
39	Nidhi P. Tawale	MBA + PM - 17	
40	Vaishali Kumar	MBA - PM - 17	
41	Anisha Jain	MBA - PM - 17	
42	Bhumi gawle	MBA - PM - 17	
43	Purna Borole	MBA - PM - 17	
44	Kriti Hada	MBA - PM 17	
45	M. Joicee Gevel	MBA - PM 17	
46	Janushree Bohagat	MBA - PM 17	
47	Isha Palan	MBA - PM 17	
48	Deepamudra Lenka	MBA - PM - 17	
49	Singh Richa Manoj Kumar	MBA - PM - 17	
50	Dilyam Kumar	MBA - PM - 17	

## Master Class Episode 147

Date: 02/02/2026 (10:00 AM to 01:00PM)

### Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
51	Bhagyashri Shimpate kishore	MBA - PM - 17	<i>Bhagyashri</i>
52	Shweta Narayan Wanthalde	MBA - PM - 17	<i>Shweta</i>
53	Sankhanil Pandit	MBA - PM - 17	<i>Sankhanil</i>
54	Ramashankar Salun	MBA - PM - 17	<i>Ramashankar</i>
55	Akash Bairagi	MBA - PM - 17	<i>Akash</i>
56	Bhoj vaishnavi	MBA - PM - 17	<i>Bhoj</i>
57	Tamanna kishna	MBA - PM - 17	<i>Tamanna</i>
58	Yuvraj tumbre	MBA - PM - 17	<i>Yuvraj</i>
59	Tanya Mani	MBA - PM - 17	<i>Tanya Mani</i>
60	Shreya Ghosh	MBA - PM - 17	<i>Shreya</i>
61	Lokesh Ranjan Mahto	MBA - PM - 17	<i>Lokesh</i>
62	Chaitanya pawar	MBA - PM - 17	<i>Chaitanya</i>
63	Aaliya Nishar	MBA - PM - 17	<i>Aaliya</i>
64	Shubh Bhawnick	MBA PM - 17	<i>Shubh</i>
65	Tejas A. more	MBA PM - 17	<i>Tejas</i>
66	Arved. chandramay	MBA PM - 17	<i>Arved</i>
67	Manisha Singh	MBA PM 17	<i>Manisha</i>
68	Shreya khale	MBA PM 17	<i>Shreya</i>
69	Shrawani G. Tilkar	MBA PM 17	<i>Shrawani</i>
70	Mansi Jitendra Tupe	MBA PM 17	<i>Mansi</i>
71	Deeksha Singh	MBA PM 17	<i>Deeksha</i>
72	Sejal Suleagna Dce	MBA PM 17	<i>Sejal</i>
73	Sejal M. Yaelav.	MBA PM - 17	<i>Sejal</i>
74	Riddhi. K. Umamthe	MBA PM - 17	<i>Riddhi</i>
75	Rajendra Raopat	MBA PM - 17	<i>Rajendra</i>

# Master Class Episode 147

Date: 02/02/2026 (10:00 AM to 01:00PM)

## Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
76	Rishabh Patbhak	MBA - PM 17	Rish
77	Sagar Verma	MBA - PM 17	Sagar
78	Harsh Dwivedi	MBA - PM 17	Harsh
79	Aishwarya P. Naik	MBA - PM 17	Aishwarya
80	Priyadarshini S	MBA - PM 17	Priyadarshini
81	Vrinda Menon	MBA - PM 17	Vrinda
82	Shaik Waseem	MBA - PM 17	Shaik
83	Katumuri Chethan Kumar	MBA PM-17	Katumuri Chethan Kumar
84	Geetika Potnuru	MBA PM-17	Geetika
85	Chalapathi Siva Krishna	MBA PM-17	Chalapathi Siva Krishna
86	Kotha Veer Vaithi	MBA PM-17	Kotha Veer Vaithi
87	Yash Shinde	MBA PM-17	Yash Shinde
88	Vikash Balodiga	MBA PM-17	Vikash Balodiga
89	Umesh R	MBA PM-17	Umesh R
90	Monite Hrishikesh Pramod	MBA PM-17	Monite Hrishikesh Pramod
91	Tanipetti Bhargav ram	MBA - PM - 17	Tanipetti Bhargav ram
92	Praveen	MBA - PM - 17	Praveen
93	Vipin Pal	MBA - PM - 17	Vipin Pal
94	Nasiruddin	MBA - PM - 17	Nasiruddin
95	Vishal Kumar	MBA - PM - 17	Vishal Kumar
96	YASH	MBA PM 17	YASH
97	Pradeuman Singh Raniwrat	MBA PM-17	Pradeuman Singh Raniwrat
98	Anuj Thakur	MBA PM-17	Anuj Thakur
99	Avdoot Balasheb Gadekwar	MBA PM-17	Avdoot Balasheb Gadekwar
100	Neyana Sahu	MBA PM-17	Neyana Sahu
101	Sharmistha Maheshwari	MBA PM-17	Sharmistha Maheshwari
102	Mohit Rayput	MBA PM-17	Mohit Rayput
103	Nikhil Sharma	MBA PM-17	Nikhil Sharma
104	Krishna Bhatia	MBA PM-17	Krishna Bhatia
105	Govindu Kar	MBA PM-17	Govindu Kar

## Master Class Episode 147

Date: 02/02/2026 (10:00 AM to 01:00PM)

### Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
106	Priti Veerbhav Sanjay	MBA - PM 17	<u>Priti</u>
107	Chaudhari Bhushan Vilas	MBA - PM 17	<u>Chaudhari</u>
108	Priti Kumar	MBA - PM 17	<u>Priti</u>
109	Aishwarya Ranjana Mishra	MBA - PM 17	<u>Aishwarya</u>
110	Sadisha Panda	MBA - PM 17	<u>Sadisha</u>
111	Yadav Neetu	MBA - PM 17	<u>Neetu</u>
112	Manthanwar Ray	MBA - PM 17	<u>Manthanwar</u>
113	Shruti Tomar	MBA PM 17	<u>Shruti</u>
114	Khushi Bhimastava	MBA PM 17	<u>Khushi</u>
115	Sathi Thawdhury	MBA PM 17	<u>Sathi</u>
116	Aum Palani	- - -	<u>Aum</u>
117	Probhav Tafadar	- - -	<u>Probhav</u>
118	Mathuramalli Satraviteja	MBA PM -12	<u>Mathuramalli</u>
119	ISHA RACHAN	MBA PM -19	<u>ISHA</u>
120	Jayneet Puri	MBA PM 17	<u>Jayneet</u>
121	Ritam Paul	MBA - PM 17	<u>Ritam</u>
122	Prathamesh Vilas Bankar	MBA PM 17	<u>Prathamesh</u>
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