

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

From: IIHMRU President Office

presidentoffice@iihmr.edu.in

To: Apurv Kumar 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

MBAPM-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 1st 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”

“Master Class Episode 147”
TOPIC: “<u>Pharmaceutical Digital HR and Marketing Analysis</u>”
DATE: February 02, 2026, (10:00 a.m. to 1:00 p.m.)
VENUE: IIHMR University, Jaipur (OFFLINE MODE)
SPEAKER: Dr. Rishu Roy, Consultant and Instructor, Digital HR and Marketing, Indore
NUMBER OF PARTICIPANTS: 122 Students
INTRODUCTION: The Master Class 147 session titled <u>“Pharmaceutical Digital HR and Marketing Analysis”</u> was held on February 02, 2026 , at IIHMR University in offline mode. The session was moderated by Dr. Sudhinder Singh Chowhan, Associate Professor, School of Pharmaceutical Management, IIHMR University, Jaipur. The guest speaker Dr. Rishu Roy, Consultant and Instructor, Digital HR and Marketing, Indore.
OBJECTIVE: A master class on Pharmaceutical Digital HR and Marketing Analysis 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.
Salient Novel Points Covered <ol style="list-style-type: none">1. 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.2. 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.3. 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.4. 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



STUDENT COORDINATOR

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



STUDENT COORDINATOR

Amisha Sharma
Batch: MBAPM-17
IIHMR University, Jaipur



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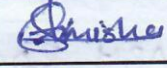


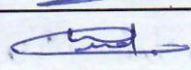


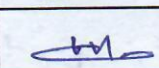
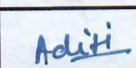
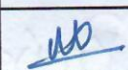
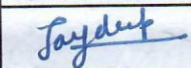
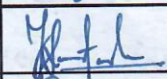
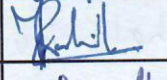
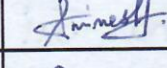
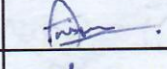
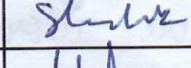
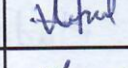
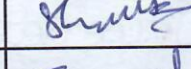
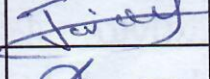
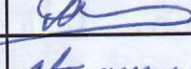

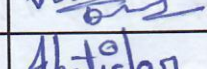
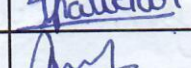

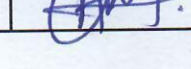
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Master Class Episode 147

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

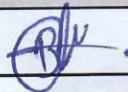
Attendance Sheet

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 Pateria	MBA - PM 17	
6	Nirvika Biyani	MBA - PM 17	
7	Muskan Gupta	MBA - PM 17	
8	Mahantesh Kagale	MBA - PM 17	
9	Aditi Gupta	MBA - PM 17	
10	Sonar Prathamesh	MBA - PM 17	
11	Tajdeep 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	Taideep Singh	MBA - PM - 17	
20	Aditya Vyas	MBA - PM - 17	
21	Nanavare Yashika Anil	MBA - PM 17	
22	Vansh Dawar	MBA - PM 17	
23	Yashika Patidar	MBA - PM 17	
24	Jayant Sharma	MBA - PM 17	
25	Akshay Shinde	MBA - PM 17	

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

Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
26	Bhagyaashree Shingade	MBA-PM 17	
27	Yogesh Dutt Hiwari	MBA PM 17	Yog.
28	Arpit Dey	MBA PM 17	Arpit
29	SOURABH BASARAGAO	MBA PM- 17	SOURABH
30	APOORV TRIPATHI	MBA-PM-17	Apoorv
31	Mihir Panchal	MBA PM 17	Mihir
32	Prachi Munti	MBA-PM 17	Prachi
33	Deepanshu	MBA-PM 17	Deepanshu
34	Aakush Patwari	MBA - PM 17	Aakush
35	Shruti Rathore	MBA - PM 17	Shruti
36	Arijali Lakhera	MBA - PM - 17	Arijali
37	Pankaj Brajapathi	MBA-PM 17	Pankaj
38	Geetika Sankhla	MBA - PM - 17	Geetika
39	Nidhi P. Tawale	MBA + PM - 17	Nidhi
40	Vaishali Kumari	MBA - PM - 17	Vaishali
41	Anisha Jain	MBA - PM - 17	Anisha
42	Bhumi Gawle	MBA - PM - 17	Bhumi
43	Purva Borole	MBA - PM - 17	Purva
44	Kriti Hada	MBA - PM 17	Kriti
45	M. Joice Grewel	MBA - PM 17	M. Joice
46	Janushree Bhagat	MBA - PM 17	Janushree
47	Isha Palan	MBA - PM 17	Isha
48	Lopamudra Lenka	MBA-PM - 17	Lopamudra
49	Singh Richa Manojkumar	MBA - PM - 17	Singh
50	Dibyan Kumar	MBA-PM-17	Dibyan

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Attendance Sheet

Sr. No.	Students Name	Stream with Batch	Sign
51	Bhagyashree Shingate Kishore	MBA-PM-17	Bhagyashree
52	Shweta Narayan Wanthade	MBA-PM-17	Shweta
53	Sankhanil Pandit	MBA-PM-17	Sankhanil
54	Ramashankar Sahu	MBA-PM-17	Ramashankar
55	Akash Bairagi	MBA-PM-17	Akash
56	Bhoj vaishnavi	MBA-PM-17	Bhoj
57	Tamanna Mishra	MBA-PM-17	Tamanna
58	Kuraj Humbe	MBA-PM-17	Kuraj
59	Tanya Mani	MBA-PM-17	Tanya Mani
60	Shreya Ghosh	MBA-PM-17	Shreya
61	Lokesh Ranjan Mahto	MBA-PM-17	Lokesh
62	Chaitanya Pawar	MBA-PM-17	Chaitanya
63	Aditya Mishra	MBA-PM-17	Aditya
64	Shubh Bhownik	MBA PM-17	Shubh
65	Tejas A. more	MBA PM-17	Tejas
66	Ired. chavhan	MBA PM-17	Ired.
67	Manisha Singh	MBA PM 17	Manisha
68	Shreya Khare	MBA PM 17	Shreya
69	Shrawani G. Ticker	MBA PM 17	Shrawani
70	Mansi Jitendra Tupe	MBA PM 17	Mansi
71	Deeksha Singh	MBA PM 17	Deeksha
72	Sai Suleyner Doe	MBA PM 17	Sai
73	Sejal M. Yadav	MBA PM-17	Sejal
74	Riddhi K. Umathe	MBA PM-17	Riddhi
75	Rajendra Rajra	MBA PM-17	R. Rajra

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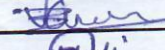
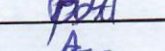
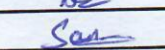
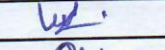
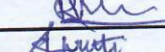
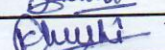

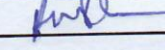
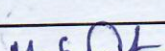


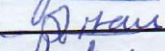
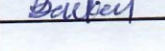

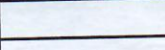

Attendance Sheet

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76	Rishabh Pathak	MBA - PM 17	
77	Sagar Verma	MBA - PM 17	
78	Harsh Dwivedi	MBA - PM 17	
79	Aishwarya P. Nair	MBA - PM 17	
80	Pragyaadharshini S	MBA - PM 17	
81	Vrinda Menon	MBA - PM - 17	
82	Shaik Waseem	MBA-PM-17	SK Nahi
83	Katamuri Chethan Kumar	MBA PM-17	K. Chethan Kumar
84	Geetika Potnuru	MBA PM-17	Geetika
85	Chalapathi Siva Krishna	MBA PM-17	Chalapathi
86	KOTHA VECS Vaseeth	MBA PM-17	Vaseeth
87	Yash Shinde	MBA PM-17	Yash
88	Vikash Balodiga	MBA PM-17	Vikash
89	Ashith R	MBA PM-17	Ashith
90	Monite Hrishikesh Pradmed	MBAPM-17	Monite
91	Tanipelli Bhargav ram	MBA-PM-17	T. Bhargav ram
92	Praveen	MBA-PM-17	Praveen
93	Vipin Pal.	MBA-PM-17	Vipin
94	Nusruddeen	MBA-PM-17	Nusruddeen
95	Vishal Kumar	MBA-PM-17	Vishal
96	YASH	MBA PM 17	Yash
97	Prachuman Singh R. Gaurav	MBA PM-17	Prachuman
98	Anuj Thakur	MBA PM-17	Anuj
99	Arvind K. Balasubrahmanyan	MBA PM-17	Arvind
100	Neyana Sahu	MBA PM-17	Neyana
101	Shamirudhi Maheshwari	MBA PM-17	Shamirudhi
102	Mohit Rajput	MBA PM-17	Mohit
103	Nikhil Sharma	MBA PM-17	Nikhil
104	Krishna Bhatia	MBA PM 17	Krishna
105	Gurwendu Kar	MBA PM 17	Gurwendu

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107	Chaudhari Bhushan Vilas	MBA - PM 17	
108	Priiti Kumari	MBA - PM17	
109	Ashish Ranjan Mishra	MBA - PM17	
110	Sadicha Panda	MBA - PM17	
111	Yadav Vipul	MBA - PM17	
112	Manthan Kumar Ray	MBA - PM 17	
113	Shruti Toman	MBA PM 17	
114	Khushi Khurastana	MBA PM 17	
115	Srithi Chowdhury	MBA PM 17	
116	Aum Palani	- " -	
117	Prabhat Tabadon	- " -	
118	Mathurumalli Sakaviteja	MBA PM -17	
119	ISHA RACHA	MBA PM-17	
120	Jayaram Patel	MBA PM17	
121	Ritam Patel	MBA - PM 17	
122	Prathamush Vilas Banku	MBA PM17	
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