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## Developing Strategies Plans for Career Opportunities in Multi Speciality Hospital in Coimbatore City

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### ABSTRACT

The healthcare sector in Coimbatore, known for its advanced multi-specialty hospitals, offers diverse career opportunities. This study focuses on developing strategic plans to enhance career prospects in these hospitals, aligning with industry demands and personal career growth. It explores key factors such as skill development, networking, and aligning with healthcare trends. Strategies include identifying in-demand roles, building relevant competencies, leveraging mentorship, and using digital platforms for job search and professional branding. The plan also emphasizes the importance of adaptability, continuous learning, and understanding hospital-specific expectations to thrive in Coimbatore's dynamic healthcare environment. This strategic approach aims to empower professionals to navigate their career paths effectively while contributing to the city's growing medical ecosystem.

**Keywords:** Mentorship, Adaptability, Expectations, Opportunities, Professional.

### INTRODUCTION

Strategic marketing plans in multi-specialty hospitals are essential for driving growth, enhancing the hospital's reputation, and ensuring long-term sustainability. These plans involve a comprehensive approach to identifying the hospital's unique strengths, understanding the needs of patients and the community, and positioning the hospital effectively in a competitive healthcare market.

With advancements in medical technology and growing patient expectations, multi-specialty hospitals must focus on targeted outreach, patient engagement, and service differentiation. By leveraging digital platforms, patient-centric campaigns, and partnerships with healthcare professionals, strategic marketing ensures that hospitals remain the preferred choice for comprehensive care. Effective marketing not only helps in attracting patients but also aids in recruiting skilled professionals and building trust among stakeholders, thus contributing to the overall success and credibility of the institution.

In today's dynamic healthcare landscape, multi-specialty hospitals are central to providing diverse medical services, ranging from diagnostics to advanced treatments. These institutions are crucial in offering comprehensive care, addressing a wide array of patient needs. As competition in the healthcare industry intensifies, hospitals must not only focus on attracting patients but also on recruiting highly skilled professionals to maintain high standards of care.

A key strategy in achieving this goal is the development of strategic marketing plans that emphasize career opportunities. Multi-specialty hospitals offer a variety of roles, from doctors and nurses to administrative and support staff. Attracting top talent for these positions is essential for delivering exceptional patient care and ensuring smooth hospital operations.

### REVIEW OF LITERATURE

- 1) **Patel and Mehta (2019)** conducted a study titled "HRM Strategies to Address Recruitment and Retention Challenges in Healthcare," published in the Journal of Human Resources in Healthcare. The research surveyed 300 HR managers, all of whom were professionals in hospital human resources departments. The study focused on identifying effective HRM strategies to tackle the ongoing challenges of recruiting and retaining healthcare talent.
- 2) **Patel and Gupta (2019)** conducted a study titled "The Role of Employee Engagement in Enhancing Healthcare Service Quality," published in the International Journal of Healthcare Research. The research involved a sample of 350 employees, including both administrative and

clinical staff from hospitals. The study examined how employee engagement impacts the quality of healthcare services. The findings highlighted those higher levels of employee engagement lead to improved teamwork, enhanced service delivery and better patient outcomes, thereby significantly contributing to overall healthcare quality.

- 3) **Adams and Ellis (2019)** conducted a study titled "The Role of Work-Life Balance Policies in Healthcare," published in the Work-Life Balance Journal. The research included 400 respondents, all of whom were healthcare professionals. The study explored the impact of work-life balance policies on employee well-being and job performance in healthcare settings. The findings highlighted that policies promoting flexible work hours, parental leave, and wellness programs significantly enhance job satisfaction, reduce burnout, and improve overall employee retention in the healthcare industry.
- 4) **Al-Qahtani and Gholami (2020)** conducted a study titled "The Impact of Training and Development on Employee Performance in Healthcare," published in the Journal of Workplace Learning. The research included a sample of 400 healthcare workers, consisting of nurses, physicians, and support staff. The study examined the effect of training and development programs on employee performance in healthcare settings. The findings highlighted that well-structured training initiatives significantly enhance the skills, motivation, and productivity of healthcare professionals, ultimately leading to improved patient care and organizational efficiency.

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## STATEMENT OF THE PROBLEM

The rapid growth of multi-specialty hospitals in Coimbatore has created a dynamic job market with diverse career opportunities. However, many healthcare professionals face challenges in identifying suitable roles, aligning their skills with industry needs, and navigating the competitive job landscape.

There is a lack of structured guidance and strategic planning for career development in this sector, leading to underutilization of talent and missed opportunities for professional growth. This study aims to address these gaps by developing strategic plans that empower healthcare professionals to enhance their career prospects, align with hospital expectations, and contribute meaningfully to Coimbatore's evolving healthcare ecosystem.

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## OBJECTIVES OF THE STUDY

1. To conduct a market analysis of the health care.
2. To assess the current marketing strategies.
3. To identify opportunities for employee engagement and retention.
4. To identify and analyse the target over audience.
5. To create a recruitment marketing.

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## LIMITATIONS OF THE STUDY

- The study is confined to multi-speciality hospital only.
- The data required for the study is primary in nature and all sorts of limitations applicable to primary data are also available
- The findings of this research are the outcome of respondent level of perceptions, towards the variables the patient in multi-speciality hospital

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## RESEARCH METHODOLOGY

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other. Research studies evolve through a series of steps, each representing the answer to a key question.

The methodology presents the Sampling design, Data sources, Tools for data collection and Construction of questionnaire. This study adopts a descriptive research design to analyse the study.

### SAMPLING DESIGN

The study is predicated on survey technique. The Convenience Sampling Techniques is adopted in choosing the respondents for the study. The respondents are distributed with a well - structured form and interview.

### SAMPLE SIZE

The samples were collected from shoppers and multi specialist hospital

A target is to line for 150 respondents.

## DATA COLLECTION

### PRIMARY DATA

Collecting the data using questionnaires and the help of google forms.

### SECONDARY DATA

The secondary knowledge was collected from numerous sources like completely different business websites, Articles and revealed papers.

## TOOLS FOR THE STUDY

**Null Hypothesis ( $H_0$ ):** There is no significant relationship between gender and perceived objectives of the digital India campaign

**Alternative Hypothesis ( $H_a$ ):** There is a significant relationship between gender and perceived objectives of the digital India campaign.

### Gender and perceived objectives of the digital India campaign

Crosstab						
Count						
		Perceived Objectives of the Digital India Campaign				Total
		Promoting digital literacy	Improving digital literacy	Enhancing digital literacy	Others	
Gender	Male	29	15	17	14	75
	Female	14	24	18	16	72
Total		43	39	35	30	147

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.413 <sup>a</sup>	3	.060
Likelihood Ratio	7.541	3	.057
Linear-by-Linear Association	2.454	1	.117
N of Valid Cases	147		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.69.			

Source: Computed from Primary data

### INFERENCE:

Table No. 4.2.2 reveals that the Pearson Chi-Square value is 7.413, with a significance value of 0.060, which is greater than the standard significance level of 0.05. This indicates that there is no statistically significant relationship between gender and perceived objectives of the Digital India campaign. Therefore, the null hypothesis ( $H_0$ ) is accepted, and the alternative hypothesis ( $H_a$ ) is rejected, confirming that gender does not significantly influence the perception of the objectives of the Digital India campaign among the respondents.

## FINDINGS

- Most (27.9%) of the respondents belong to the age group of 26-35 years.
- Majority (51.0%) of the respondents are male.
- Majority (53.1%) of the respondents are married.
- Most (29.3%) of the respondents hold a Bachelor's degree.
- Most (30.6%) of the respondents are working professionals.
- Most (27.9%) of the respondents have a monthly income between ₹10,000 - ₹20,000.

- Most (32.0%) of the respondents have an intermediate level of digital literacy.
- Most (34.7%) of the respondents own a smartphone.
- Most (30.6%) of the respondents have proficiency in basic computer skills.
- Most (48.3%) of the respondents use digital technology daily.
- Most (36.1%) of the respondents feel very comfortable with digital technologies.
- Most (27.9%) of the respondents became aware of the Digital India campaign through social media.
- Majority (57.1%) of the respondents have not participated in Digital India campaign initiatives.
- Most (33.3%) of the respondents reported that the Digital India campaign has improved their digital literacy.
- Most (29.3%) of the respondents perceive promoting digital literacy as the primary objective of the Digital India campaign.
- Majority (50.3%) of the respondents feel that the Digital India campaign has not been effective in promoting digital literacy.
- Most (32.0%) of the respondents have experienced improved access to government services as a benefit of the Digital India campaign.
- Majority (51.7%) of the respondents believe that there have been no community-level changes post the Digital India campaign.
- Majority (52.4%) of the respondents believe that the Digital India campaign has improved their quality of life.
- Most (44.2%) of the respondents consider digital literacy to be important.
- Majority (51.0%) of the respondents believe that the Digital India campaign has helped bridge the digital divide.
- Majority (55.1%) of the respondents believe that there is a need for enhanced digital literacy training programs in Coimbatore.
- There is a significant relationship between age group and comfort level with digital technologies
- There is no significant relationship between gender and perceived objectives of the digital india campaign
- There is a significant correlation between impact of the digital india campaign on digital literacy and perceived objectives of the digital india campaign
- There is a significant correlation between effectiveness of the digital india campaign in promoting digital literacy and personal benefits experienced from the digital india campaign
- There is a significant association between educational qualification and significance of digital literacy
- There is a significant association between occupation and Personal Benefits Experienced from the Digital India Campaign

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## SUGGESTIONS

1. Digital literacy programs should be tailored to cater to individuals at intermediate levels to help them progress to advanced proficiency.
2. Smartphone-based digital literacy modules should be introduced, considering the high ownership of smartphones among respondents.
3. Basic computer skills training should be enhanced to strengthen fundamental digital competencies.
4. Awareness campaigns should focus on encouraging daily technology usage among those who use it less frequently.
5. Interactive and hands-on training sessions should be provided to improve digital comfort levels among users.
6. Social media should be leveraged more effectively for spreading awareness about the Digital India campaign.
7. Strategies should be implemented to increase participation in Digital India campaign initiatives through incentives and outreach programs.
8. The effectiveness of the Digital India campaign should be enhanced by focusing on practical applications that directly improve digital literacy.
9. Digital India campaign objectives should be clearly communicated to ensure better alignment with public perception.
10. Measures should be taken to improve the overall effectiveness of the campaign in promoting digital literacy through better execution and engagement.
11. Government services should be made more accessible and user-friendly to ensure that the public can maximize the benefits of digital platforms.
12. Community-level digital literacy programs should be introduced to drive noticeable changes in society.
13. Efforts should be made to integrate digital literacy into daily life to improve overall quality of life.

14. The importance of digital literacy should be reinforced through awareness programs in educational institutions and workplaces.
15. Advanced training programs should be introduced to bridge the digital divide and cater to the increasing need for enhanced digital literacy training in Coimbatore.

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## CONCLUSION

The study on evaluating the effectiveness of the Digital India campaign in promoting digital literacy in Coimbatore North Zone highlights critical insights into the current state of digital literacy and the impact of the campaign. The findings indicate that a significant portion of the respondents possess intermediate digital literacy skills and frequently use digital technology. However, while digital comfort levels appear to be relatively high, there is still a considerable need for advanced skill development and structured training programs. The awareness of the Digital India campaign has largely been driven by social media, making it a key platform for future outreach efforts. However, participation in campaign initiatives remains low, indicating a need for more engaging and accessible programs. Although a substantial number of respondents acknowledge improvements in their digital literacy due to the campaign, a considerable proportion still perceives it as ineffective in fulfilling its primary objective. This suggests that while the campaign has made progress, its execution needs refinement to ensure greater impact.

The study also highlights that the campaign has had a positive influence on individuals by improving access to government services and contributing to a better quality of life. However, its impact at the community level remains limited, underscoring the necessity for grassroots digital literacy programs that foster broader societal transformation. The significance of digital literacy is well-recognized among respondents, yet gaps in effective training and accessibility remain, particularly among different occupational groups. The statistical analysis confirms key relationships, such as the significant association between age groups and digital comfort levels, as well as the correlation between the impact of the campaign and personal benefits experienced. However, gender was found to have no significant influence on the perception of the campaign's objectives. Additionally, occupation and education play a role in shaping digital literacy experiences, indicating that customized learning strategies could be more effective.

To enhance the effectiveness of the Digital India campaign, there is a strong need for improved training initiatives, better community engagement, and a structured approach to bridging the digital divide. The study suggests that a targeted, practical, and inclusive strategy is required to ensure that digital literacy reaches all sections of society, ultimately empowering individuals and communities in Coimbatore North Zone to thrive in the digital era.