



Call for Papers and Heribert Meffert Award 2014

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Demographic transition poses great challenges for the health care systems of industrialized nations. The growing demand for medical care of aging populations, faulty diagnoses and inappropriate medical treatments caused by an overworked and undertrained personnel increases health care costs substantially. Pharmaceutical companies competing in international markets are subject to diverse legal frameworks as they are increasingly confronted with complex ethical issues. On the contrary, technological advancements provide great opportunities for efficiency improvements of the health care systems.

The Center for Advanced Studies in Management (CASiM) will devote the third annual conference, "Boundaryless Hospital - Rethink and Redefine Health Care Management", to the academic exchange regarding the challenges and opportunities facing health care systems and conceivable contributions of business economics to addressing them. The conference will take an interdisciplinary approach in which the management and medical perspectives on the hospital and the pharmaceutical company of the future will be considered. The main focus will be on novel chains of value creation, efficiency and quality management as well as the use of modern technologies in health care. The conference will take place on June 11-12, 2014 at HHL Leipzig Graduate School of Management in Leipzig, Germany.

For the talks in the parallel afternoon panels the organizing committee announces a Call for Papers and invites submissions of abstracts for contributed talks. Furthermore, CASiM is pleased to announce the Heribert Meffert Award 2014 (HMA) for excellent master theses in the domain of health care marketing that provide a critical reflection on the following topic: Health Care Marketing: Pursuing Conflicting Medical, Economic and Ethical Objectives.

For more details on the conference, the Call for Papers, and the Heribert Meffert Award, please visit the conference website: <http://www.hhl.de/casim-conference-2014>

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HHL Leipzig Graduate School of Management

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Hochschule im deutschsprachigen Raum ist die Ausbildung leistungsfähiger, verantwortungsbewusster und unternehmerisch denkender

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