

1. Record Nr.	UNINA9910298178103321
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Titolo	Service Quality in Indian Hospitals : Perspectives from an Emerging Market // by Sanjay Mohapatra, K. Ganesh, M. Punniyamoorthy, Rani Susmitha
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2018
ISBN	3-319-67888-4
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XVI, 106 p. 36 illus., 29 illus. in color.)
Collana	Advances in Theory and Practice of Emerging Markets, , 2522-5006
Disciplina	362.10681
Soggetti	Health services administration Globalization Markets Medical care Public health Health Care Management Emerging Markets/Globalization Health Services Research
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Literature Review -- Chapter 3. Research Gap, Objectives and Scope -- Chapter 4. Methodology -- Chapter 5. Analysis of Demographic Indices -- Chapter 6. Developing a Causal Model using SEM -- Chapter 7. Developing A Classification Model using ANN -- Chapter 8. Developing a Classification Model using SVM -- Chapter 9. Summary and Conclusion.
Sommario/riassunto	This book offers an elaborate and empirical look at service quality of hospitals in the emerging market of India. The poor quality of service is a major issue in a large number of hospitals (particularly in government hospitals), which forces patients to opt for private hospitals that are generally much more expensive than government hospitals. This book provides a comprehensive understanding of service quality antecedents in Indian hospitals. It focuses on patient satisfaction and includes valuable insights and implications for hospital management and

government. The book is theoretically grounded in SERVQUAL literature and uses appropriate and sophisticated techniques and tools to analyse data. It highlights causal model development with Structural Equation Modelling (SEM) and introduces a classification model, developed using Artificial Neural Networks (ANNs), in order to benchmark specialty cardiac care. The book also deals with Support Vector Machines (SVMs) and compares the error rates between SVM and ANN to find the best classification technique among the two. Overall, this book is a timely and relevant work that contributes to the theory, practice and policy of service quality in hospitals.

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