

ABSTRACT FORMAT

PAPER ID: PTXXXX

[Paper Id Should be in TIMES NEW ROMAN 11, BOLD, CENTRED, UPPER CASE as shown above]

PAPER TITLE

[Paper Title should be in TIMES NEW ROMAN 14, BOLD, CENTRED, UPPER CASE as shown above]

Author Details should be as per below format in Times New Roman, 11-point, bold, centred

AUTHOR CODE	AUTHOR CODE	AUTHOR CODE
Author Name	Author Name	Author Name
Designation,	Designation,	Designation,
Organisation	Organisation	Organisation
Email Id	Email Id	Email Id

ABSTRACT [Abstract heading should Times New Roman 12, Upper Case, bold, Justify Alignment] Abstract content should be in Times New Roman 11-point, justify alignment.

Keywords should be in Times New Roman, 11 point, Bold, Justify aligned as shown

below

Keywords: Innovation, technology, research projects, etc.

Theme No and Name should be in below format (Font Times New Roman, Size 10)

Theme No and Name: xxxx yyyy zzzz aaaa

Length:	Abstract: 200-400 words excluding title
Spacing:	Before: 0pt., After: 0pt., Line Spacing: Single
Page Margins:	1-inch all around
Paragraph Formatting Style:	Justified

ABSTRACT EXAMPLE

PT1051

FRAMEWORK OF ONLINE MEDICAL RETAILING IN INDIA: ISSUES & CHALLENGES

AT1123	AT1099
Dr. Ritesh K Patel	Ms. Avani M Mehta
Assistant Professor,	Research Assistant,
Gujarat Technological University	Gujarat Technological University
ap_cgs@gtu.edu.in	avanimht@gmail.com

ABSTRACT

The Pharmaceutical industry of India ranks 3rd in terms of volume and 14th in terms of value. It's an \$18 billion market set to grow to \$55 billion by 2020. With this there is growth even in online pharmacies business. According to start-up data tracker Tracxn, so far, the sector has attracted \$92.6 million funding with over \$70 million coming only in 2015. As many as 60 online pharmacy delivery startups have thrived over the past two years in India. With rapid increase in online consumer base and rising spends on healthcare, online medical retailing is likely to grow in India. The major issue hindering growth of the sector is absence of clear guidelines and rules. At present, online pharmacies are relying on various interpretations of the Drug and Cosmetics Act 1940, Drugs and Cosmetic Rules 1945 and the Information Technology Act, 2000 to conduct business. This paper examines framework of online medical retailing in India and in other developed markets and suggests the appropriate actions for policymakers and online medical retailers in India. The paper also enlists pros & cons and future scope of online medical retailing in India.

Keywords: Online medical retailing, E-Pharmacy, online pharmacy, internet pharmacy, mail-order pharmacy, etc.

Theme No and Name: Theme-9: Legal Rights