

Applicability of the Cockroach Theory - a Case Study of the Healthcare Industry in India

Keerthan Raj & P. S. Aithal

Srinivas Institute of Management Studies, Srinivas University, Mangalore – 575 001.
INDIA.

E-mail: 2keerthanraj@gmail.com

ABSTRACT

Healthcare is a major area of concern especially in developing nations at the base of the pyramid segments. In a country such as India, which is blessed as of this date with a demographic dividend needs to address healthcare as an area of priority. Healthy people are able to work harder and smarter hence they will be in a position to not only create better living standards for themselves thereby uplift their and the nation's economic status and contributing to societal growth and development. A major portion of the population of India resides in rural and semi urban segments and there is an explicit dearth of quality healthcare in these areas. Incidentally, for our discussion of the base of the pyramid segments, it has been evidenced that BOP consumers are seen to have limited or lack of access to healthcare due to various issues ranging from affordability, literacy, awareness, prejudices and so on. The cockroach theory of organizational sustainability and scalability proposed the various postulates governing the theory and the pillars those very preconditions for the success of organizations in creating sustained and scalable businesses in the BOP sectors. This paper is a case study approach to companies in the healthcare sector and the outlines the practices and businesses strategies of these companies that have made them successful or have failed at creating a profitable business opportunity and growth.

Keywords: Businesses, Cockroach theory, Healthcare sector, Sustainable business, Scalable business.

How to Cite this Paper:

Keerthan Raj & Aithal, P. S. (2018). Applicability of the Cockroach Theory – a Case Study of the Healthcare Industry in India. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 2(2), 48- 52. DOI : <https://doi.org/10.5281/zenodo.1493261>.