



Commerce and Health Management: Analyzing the Intersections of Public Health Policies and Economic Development

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ABSTRACT

This study investigates the critical relationship between public health policies and economic outcomes. Through a mixed-methods approach that includes quantitative analysis of survey data and qualitative insights from stakeholder interviews, the research identifies key themes such as the integration of health and economic policies, the role of health investments in fostering economic resilience, challenges in policy implementation, and the significance of innovation in health management. Findings indicate a strong positive correlation between effective public health measures and perceived economic development, highlighting the necessity for cohesive strategies that align health initiatives with economic planning. The study further reveals that barriers such as funding constraints and varying perceptions hinder effective implementation, suggesting the need for enhanced cross-sector collaboration and targeted communication. Recommendations include prioritizing health infrastructure investments and embracing technological innovations to improve healthcare access and efficiency. As societies face ongoing global challenges, this research emphasizes that effective health management is not only a public health concern but also a crucial element of economic strategy. By recognizing the interconnectedness of health and economic systems, stakeholders can work towards creating a more resilient and prosperous future.

1. Introduction

In recent years, scholars, policymakers, and practitioners have all paid increasing attention to the intersections of commerce and health management. There is an urgent need to comprehend the way in which public health policies influence economic development and vice versa as global economies continue to develop and public health challenges become more severe. Robust public health policies are indispensable for cultivating sustainable economic development, as the COVID-19 pandemic has elucidated the complex relationships between health systems and economic performance. The objective of this research study, "Commerce and Health Management: Analyzing the Intersections of Public Health Policies and Economic Development," is to investigate these intricate relationships, thereby providing valuable insights into the dynamics that regulate health and commerce in a world that is becoming more interconnected. In emerging markets, public health policies are particularly influential in the formation of the economic landscape, as health outcomes have a direct impact on economic stability and productivity. In addition to reducing the burden of disease, effective health management systems also improve economic resilience and workforce participation. In 2021, the World Health Organisation underscores that countries that invest in health systems experience enhanced economic outcomes, as robust populations are more capable of contributing to economic activities. This relationship has implications for a variety of sectors, such as commerce, where businesses encounter both opportunities and challenges when navigating public health environments. It is essential to comprehend these intersections in order to create policies that prioritize public health while promoting economic growth.

Additionally, the efficacy of public health policies is frequently determined by the economic development of a nation. The resources required to invest in healthcare infrastructure, research, and innovative health solutions are acquired by nations as they develop economically. The interconnectedness of commerce and health management suggests that economic development can result in improved health outcomes by facilitating access to healthcare services and technology. On the other hand, economic advancement can be derailed by inadequate public health measures, as evidenced by epidemics that disrupt trade, tourism, and overall economic activity (Ahn et al., 2020). The significance of collaborative endeavors between the health and economic sectors to develop comprehensive strategies that address both health and commerce challenges is underscored by this bidirectional relationship. The evolving global landscape, which is characterized by rapid urbanization, demographic shifts, and changing health requirements, underscores the relevance of this study. The relationship between commerce and health management is further complicated by emerging challenges, including chronic diseases, mental health concerns, and antibiotic resistance. Economic development must be promoted in conjunction with the adaptation of public health policies to address these evolving threats. This research study endeavors to offer policymakers, healthcare leaders, and business executives actionable insights by examining these intersections. The objective is to develop synergistic strategies that prioritize public health and economic development. The results of this study will be especially relevant in the context of ongoing global health crises, where the necessity for effective collaboration between the health and economic sectors is more pressing than ever.. The intersection of commerce and health management is a fertile field for investigation, with substantial implications for economic development and public health policies. The study aims to elucidate the pathways by which health management can enhance economic resilience and vice versa by examining this complex relationship. It will be essential to comprehend the synergies between commerce and health in order to promote sustainable development as nations navigate the complexities of post-pandemic recovery. The findings of this study will contribute to a burgeoning corpus of knowledge that emphasizes the significance of incorporating health considerations into economic policymaking, thereby enhancing both economic prosperity and public health.

Review of Literature

The necessity of a comprehensive comprehension of the interplay between public health policies and economic development has been underscored by recent literature. In a notable study conducted by Raghupathi and Raghupathi (2020), the correlation between economic development and public health investments is studied. The authors contend that a sustainable economic development is contingent upon the presence of a robust public health infrastructure, which not only mitigates the disease burden but also increases productivity by guaranteeing a healthier workforce. The significance of long-term investments in health systems, particularly in developing countries, is emphasized by their findings, as the economic consequences of poor health are frequently severe. This literature reinforces the premise of this study by providing a fundamental comprehension of the ways in which effective health policies can contribute to economic stability and growth. Furthermore, Hussain et al. (2021) conducted a systematic review that examines the economic consequences of public health interventions during the COVID-19 pandemic. The review emphasizes that countries that implemented robust public health measures experienced less economic disruption than those with weaker responses. This discovery is crucial because it illustrates that health policies are not only instrumental in protecting public health but also in reducing economic losses during crises. The authors propose that in order to cultivate resilience in the presence of forthcoming health challenges, it is imperative to implement integrated health and economic policies. Their observations are consistent with the current investigation's emphasis on the examination of the intersections between commerce and health management, underscoring the importance of policymakers implementing a comprehensive strategy. Furthermore, a study conducted by Kutzin et al. (2021) investigates the influence of health financing on economic outcomes in low- and middle-income countries. The researchers contend that equitable health financing systems can increase economic productivity by facilitating access to essential health services. Their analysis indicates that countries with well-

organised health financing mechanisms exhibit superior economic performance and health outcomes, underscoring the significance of overcoming financial obstacles to health access. This literature corroborates the assertion that economic development is inextricably linked to effective health management by offering empirical evidence of the synergistic relationship between the two disciplines. Finally, Zhao et al. (2022) examine the influence of health innovations on economic growth. The authors underscore that the introduction of new technologies and innovations in the field of health not only enhances health outcomes but also promotes economic growth by generating employment opportunities and creating new markets. Their research underscores the potential of health innovations to revolutionize economic landscapes, particularly in emerging economies where health and commerce are becoming more interconnected. This perspective is crucial for comprehending the more extensive ramifications of health policies on economic development and is consistent with the overarching themes of this research study, which is designed to investigate the dynamic intersections of health management and commerce.

Statement of the problem

As a result of global challenges such as pandemics, increasing healthcare costs, and health disparities, the relationship between public health policies and economic development has become more critical. There is a substantial gap in understanding the interaction and influence of these two domains, notably in the context of emerging economies, despite the extensive research on public health and economic development individually. The objective of this investigation, "Commerce and Health Management: Analyzing the Intersections of Public Health Policies and Economic Development," is to rectify this deficiency by investigating the multifaceted connections between health management and commerce. The recent COVID-19 pandemic has dramatically accentuated the necessity of this research, which has emphasized the consequences of insufficient public health policies on economic stability. Public health and economic development are not merely parallel paths; they are inextricably linked. This is evidenced by the severe economic downturns that countries that failed to implement robust health measures experienced. Ultimately, growth is stifled as a result of the increased healthcare costs, reduced workforce productivity, and the heightened burden on economic resources that result from poor health outcomes. In contrast, the implementation of effective public health strategies can be impeded by insufficient economic resources, which can ultimately perpetuate a cycle of economic instability and poor health. This duality underscores the necessity of an integrated approach that acknowledges the symbiotic relationship between economic development and public health. Additionally, the relationship between health and commerce becomes even more critical as nations endeavor to attain sustainable development goals (SDGs). The World Health Organisation (2021) emphasizes that countries with robust health systems tend to have more favourable economic outcomes, as healthy populations are more capable of participating in economic activities. Nevertheless, public health policies are frequently inadequately funded or poorly executed in numerous emerging economies, resulting in substantial health disparities and wasted economic potential. For example, the exacerbation of inequalities that impede overall economic progress is a result of the disproportionate impact of a lack of access to quality healthcare on vulnerable populations. It is imperative for policymakers who are committed to fostering equitable economic growth and protecting public health to comprehend these dynamics. In addition, the increasing acknowledgement of health as an economic driver requires a comprehensive examination of health management strategies and their implications for commerce. Health innovations, including digital health technologies and telemedicine, have the potential to enhance health outcomes and revolutionize healthcare delivery, all while fostering economic development. Nevertheless, the integration of these innovations into existing economic frameworks necessitates a meticulous examination of public health policies to guarantee equity and accessibility. Consequently, the objective of this investigation is to clarify the mechanisms by which health management influences economic development and vice versa, thereby offering policymakers and stakeholders actionable insights. In conclusion, the problem statement outlines the urgent necessity for research that investigates the intersections of economic development and public health policies. The study

endeavors to offer a comprehensive comprehension of the ways in which effective health management can promote sustainable development, enlighten policy decisions, and drive economic growth in emerging economies by investigating these relationships. The results of this research will be essential for the development of strategies that not only improve public health but also establish resilient economic frameworks that can withstand future health challenges. This integration is crucial for the promotion of resilience and the simultaneous attainment of both public health and economic objectives.

2. Research Methodology

The study primarily relied on both primary and secondary data sources. Primary data was collected through surveys and interviews with key stakeholders, including policymakers, healthcare professionals, and business leaders in the health and commerce sectors. Secondary data includes the existing literature, government reports, World Health Organization (WHO) publications, and economic reports from reputable organizations. Data collection involved a two-pronged approach: quantitative and qualitative methods. For the quantitative aspect, a structured survey was developed to gather data on public health policies, economic indicators, and the perceived impacts of health management on commerce. The survey was distributed online using platforms such as Google Forms to facilitate easy access and response collection. The qualitative aspect involved conducting semi-structured interviews with selected stakeholders to gain in-depth insights into their perspectives on the relationship between public health policies and economic development.

The target population for this study was stakeholders from various sectors involved in health and economic development. This includes public health officials, government policymakers, healthcare providers, business executives, and representatives from non-governmental organizations (NGOs) focused on health and economic issues in Chennai. A sample size of approximately 300 respondents will be targeted for the survey to ensure statistical validity and generalizability of the findings. For the qualitative interviews, a purposive sampling technique will be used to select 15-20 key informants who have significant experience and knowledge in the fields of public health and commerce. For the quantitative survey, stratified random sampling will be employed to ensure representation across different sectors (public health, commerce, and academia) and geographic regions. This technique will help capture a diverse range of perspectives on the intersections of health and commerce. For the qualitative interviews, purposive sampling will be utilized to select participants based on their expertise, ensuring that the data collected reflects informed opinions and experiences regarding public health policies and economic development.

3. Analysis and discussion

Quantitative Analysis

Descriptive Statistics		
Variable	Frequency (%)	Mean (SD)
Demographic Characteristics		
Age (in years)		35.2 (10.8)
Gender		
Male	180 (60%)	
Female	120 (40%)	
Education Level		
Bachelor's Degree	75 (25%)	
Master's Degree	135 (45%)	
Doctoral Degree	90 (30%)	
Perceptions of Public Health Policies		
Very Effective	70 (23.3%)	
Effective	150 (50%)	

Neutral	50 (16.7%)	
Ineffective	20 (6.7%)	
Very Ineffective	10 (3.3%)	
Impact on Economic Development		
Strongly Agree	120 (40%)	
Agree	135 (45%)	
Neutral	30 (10%)	
Disagree	12 (4%)	
Strongly Disagree	3 (1%)	

The demographic characteristics reveal that the majority of respondents are male (60%) with an average age of 35.2 years. Most respondents hold at least a master’s degree (45%), suggesting a well-educated sample. The perceptions of public health policies are notably positive, with 73.3% rating them as effective or very effective. Furthermore, 85% of respondents believe that these policies have a positive impact on economic development, indicating a strong correlation between health management and commerce.

H₀: There is no significant relationship between the effectiveness of public health policies and economic development.

H₁: There is a significant relationship between the effectiveness of public health policies and economic development.

Regression Analysis				
Variable	Coefficient (β)	Standard Error	t-value	p-value
Constant	1.2	0.3	4	0
Effectiveness of Public Health Policies	0.85	0.12	7.08	0
Model Summary:				
R ² = 0.70				
Adjusted R ² = 0.69				
F-statistic = 50.00, p < 0.001				

The regression analysis reveals a statistically significant positive relationship between the effectiveness of public health policies and their perceived impact on economic development ($\beta = 0.85$, $p < 0.001$). This indicates that for every unit increase in the effectiveness of public health policies, the perceived impact on economic development increases by 0.85 units. The model explains 70% of the variance in perceived economic impact, providing strong evidence to reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁). This finding aligns with existing literature that underscores the necessity of effective health policies for sustainable economic growth.

The quantitative analysis conducted in the study provides significant insights into the relationship between the effectiveness of public health policies and economic outcomes. The regression analysis revealed a strong positive relationship, indicating that improvements in public health policies correlate with enhanced perceptions of economic development. This finding aligns with previous research and adds to the existing body of knowledge on the interplay between health management and economic growth. The coefficient of 0.85 obtained from the regression analysis suggests that for every unit increase in the perceived effectiveness of public health policies, there is a corresponding increase of 0.85 units in perceived economic development. This is a substantial effect size, indicating

that stakeholders recognize the tangible benefits of robust health policies on economic outcomes. This finding is consistent with the work of Raghupathi and Raghupathi (2020), who noted that countries with effective public health systems tend to experience higher levels of economic productivity. Their study highlighted the direct correlation between public health expenditures and economic growth, reinforcing the notion that health is a critical driver of economic stability.

Moreover, the results of the current study echo the findings of Hussain et al. (2021), who found that nations that implemented strong public health measures during the COVID-19 pandemic were better equipped to mitigate economic disruptions. In their analysis, the researchers pointed out that effective health policies led to reduced healthcare costs and minimized workforce absenteeism, ultimately fostering a more resilient economy. The current study supports this conclusion, as stakeholders expressed strong agreement that public health policies positively influence economic development, especially in the context of crisis management. Another important aspect of the findings is the demographic variability in perceptions of public health policies. With the majority of respondents (73.3%) rating these policies as effective or very effective, the data indicates a prevailing belief among healthcare professionals and policymakers about the significance of health management in driving economic growth. This contrasts with some previous studies that suggested skepticism among certain sectors regarding the effectiveness of health policies. For instance, a study by Smith and Jones (2019) highlighted a gap in perceptions among business leaders who often prioritize immediate economic returns over long-term health investments. The current study's findings suggest a shift in this narrative, where an increasing number of stakeholders recognize the integral role of health in achieving sustainable economic objectives.

Furthermore, the high explanatory power of the regression model ($R^2 = 0.70$) indicates that a substantial portion of the variability in perceived economic impact can be attributed to public health policies. This reinforces the call for integrated policy frameworks that prioritize health alongside economic considerations. As noted by Zhao et al. (2022), such frameworks are essential in maximizing the benefits of health investments, particularly in emerging economies where resources are often limited. The quantitative findings of this study contribute to the understanding of how public health policies influence economic development. By corroborating previous research, the results highlight the importance of effective health management as a catalyst for economic growth. As nations continue to navigate complex challenges—such as pandemics and economic downturns—this study emphasizes the need for holistic strategies that integrate health and economic policies to foster resilience and sustainable development.

Qualitative Analysis

Thematic Analysis

Qualitative data was collected through semi-structured interviews with 20 key stakeholders, including healthcare professionals, policymakers, and business leaders. Thematic analysis was conducted, and several key themes emerged:

1. Integration of Health and Economic Policies

- Respondents emphasized the need for cohesive strategies that intertwine public health and economic policies. Many noted that health interventions should be considered in economic planning to enhance productivity.

2. Economic Resilience Through Health Investments

- Participants highlighted that countries investing in health infrastructure saw better economic outcomes, particularly during crises like the COVID-19 pandemic. They expressed that robust health systems contribute to a more resilient economy.

3. Challenges in Implementation

- Several respondents discussed the barriers to effective policy implementation, including funding constraints and lack of awareness among stakeholders. These challenges often lead to ineffective health policies that hinder economic growth.

4. Role of Innovation in Health Management

- Many interviewees pointed out that health innovations, such as telehealth, have the potential to improve access and efficiency, positively impacting economic development. This theme reflects a growing recognition of technology's role in bridging gaps in health management.

The thematic analysis provides rich insights into the perceptions of stakeholders regarding the relationship between public health policies and economic development. The theme of integration underscores the importance of a holistic approach, reinforcing the quantitative findings that effective health policies correlate with positive economic impacts. Furthermore, the emphasis on innovation reflects contemporary trends in healthcare and its role in driving economic growth, aligning with previous studies that highlight the transformative potential of health technologies (Zhao et al., 2022).

The qualitative analysis conducted through semi-structured interviews with stakeholders provided in-depth insights into the intersections of public health policies and economic development. The thematic analysis revealed four key themes: the integration of health and economic policies, economic resilience through health investments, challenges in implementation, and the role of innovation in health management. These findings not only contribute to the existing literature but also highlight perspectives from diverse studies that were not previously referenced. One prominent theme identified was the integration of health and economic policies. Stakeholders emphasized the need for cohesive strategies that link public health initiatives with economic planning. This aligns with the work of Buse et al. (2018), who argued that cross-sectoral collaboration is vital for effective policy-making. They noted that health policies should not operate in isolation but rather be integrated into broader economic frameworks to maximize societal benefits. The current study supports this notion, reinforcing the belief that integrating health and economic strategies enhances overall societal well-being and drives sustainable growth.

The theme of economic resilience through health investments was also prevalent in the qualitative findings. Participants highlighted that countries investing in strong health infrastructure, especially during crises like the COVID-19 pandemic, experienced better economic outcomes. This finding resonates with the research conducted by McKee et al. (2020), which demonstrated that robust health systems not only protect public health but also stabilize economies during disruptions. The current study extends this discussion, emphasizing that stakeholders see proactive health investments as essential for mitigating economic losses, thus underscoring the critical interdependence between health and economic stability. Challenges in implementing effective public health policies emerged as another key theme. Stakeholders pointed out funding constraints and a lack of awareness among certain segments of the population as significant barriers. This observation is consistent with findings from Kuhlmann and Deute (2020), who highlighted that inadequate funding and misallocation of resources hinder the successful implementation of health initiatives in various contexts. The current study enriches this dialogue by revealing that the perception of health policies can vary significantly among different stakeholder groups, suggesting that addressing these barriers requires targeted educational efforts and strategic communication to align perspectives across sectors.

Lastly, the role of innovation in health management was a notable theme. Participants identified technological advancements, such as telehealth, as vital in enhancing access to healthcare services and improving efficiency. This theme aligns with the findings of Chai et al. (2021), who emphasized the transformative potential of digital health technologies in expanding healthcare access and improving outcomes. The qualitative findings suggest that stakeholders are increasingly recognizing the importance of embracing technology to not only improve health outcomes but also to foster economic development. By utilizing innovative solutions, stakeholders believe that health systems

can be more resilient and better equipped to handle future challenges. The qualitative analysis of this study provides rich insights into stakeholders' perceptions of the intersections between public health policies and economic development. By emphasizing the need for integrated strategies, highlighting the importance of health investments for economic resilience, identifying challenges in implementation, and acknowledging the role of innovation, the findings corroborate and expand upon diverse previous research. This discussion reinforces the notion that a multi-faceted approach involving collaboration across various sectors is essential for effectively addressing the complex relationship between health management and economic development.

5. Conclusion

This investigation underscores the indispensable relationship between economic stability and effective public health policies. Four primary themes are identified in the findings: the integration of health and economic policies, economic resilience through health investments, challenges in implementation, and the role of innovation in health management. At present, the status of public health policies is being increasingly acknowledged as a critical factor in the promotion of economic development. Stakeholders recognize the importance of cohesive strategies that connect health initiatives with economic planning in order to optimize societal benefits. Nevertheless, the effective implementation of these policies is impeded by the challenges of funding constraints and the varying perceptions among stakeholders. The study suggests that in order to confront these obstacles, it is necessary to cultivate cross-sectoral collaboration and improve communication between the health and economic sectors. Policymakers should prioritize the allocation of resources to health infrastructure, particularly during crises, as such investments generate substantial economic benefits. Additionally, the health system's resilience should be fortified by the promotion of the implementation of innovative health technologies, such as telehealth, in order to enhance access and efficiency. The integration of public health and economic policies will become increasingly critical in the future as global challenges, such as pandemics and economic disparities, continue to evolve. In order to achieve sustainable economic development, it will be imperative to adopt a proactive approach that prioritizes health investments and embraces innovation. Societies can foster a more resilient and prosperous future by acknowledging and addressing the interconnectedness of health and economic systems. This, in turn, will improve the well-being of their populations and facilitate robust economic development. This research contributes to the ongoing conversation by underscoring the fact that effective health management is not merely a public health issue, but also a critical element of economic strategy.

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