
A Review on Pharmaceutical Sales and Marketing

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Abstract

Pharmaceutical marketing plays a crucial role in the healthcare ecosystem, itself from general marketing because the items on question are distinct. Unlike consumer goods, pharmaceuticals encompass life-saving drugs, over-the-counter (OTC) medications, and medical equipment, all of which serve critical healthcare needs rather than personal desires. The industry's complexity is further reflected in specialized education, with pharmaceutical education forming a significant part of medical studies.

In pharmaceutical marketing, the target audience, often comprising healthcare professionals, patients, and regulatory bodies, requires a nuanced approach. Unlike typical consumer products, medications medical devices are generally purchased out of necessity, driven by prescriptions or medical advice. Therefore, the marketing strategy must not only highlight product benefits but also emphasize regulatory compliance, safety, and efficacy.

Keywords - Marketing, Pharmaceutical Marketing, Sales.

INTRODUCTION

In the pharmaceutical sector, increasing competition and the importance of strong business relationships highlight the need for effective marketing. Pharmacies and pharmaceutical companies use marketing strategies to adapt to changing environments, meet consumer expectations, and support research-based decision-making. Marketing is integrated throughout the entire product lifecycle—from planning and development to post-sale feedback—making it crucial for both domestic operations and international market expansion. Ultimately, marketing is a social and managerial process that aims to satisfy customer needs while achieving organizational goals and profitability.

The Indian pharmaceutical market serves as a prime example, ranking tenth in terms revenue as third it terms of quantity worldwide. With nearly twenty percent of the world's total volume of genuine trading, India follows the world in the availability of drug generics. In the last ten years, globalization and intense competition have significantly transformed the global pharmaceutical landscape, creating a competitive environment where companies strive for market.^[1]

Roles And Responsibilities

Roles



Figure 1: Crucial role of pharmaceutical marketing

The PM is a generalist who handles several responsibilities related to the item life Cycle, in contrast to more specialized jobs or functions. A producesuperior will often manage A particular product, or a portion of it, from the planning and design stages all the way through to implementation.

Responsibilities

Gathers and analyzes data from competitor analyses and market research.Co-operates with internal team and evaluates their work,such as production ,marketing,or Research, as well as resarch and development,to create product.

Prerequisites have a variety of Specialization, improve the features already present in the product and create new ones when required. Sometimes helps with testing finds problems and fixes them. In charge of getting things ready and delivering summaries of finding and Shortcomings, necessary changes and current circumstances and the method.

Each and every duty of the PM, but to a smaller degree without making any significant Decisions gain the ability to control in order to advance.

Compiles requirements for features and customers; creates and records strong Requirements; decides when to release and on what date; and effectively manages sprints.

Takes a client-centered stance in order to determine the caliber of Personas, produce Epics, And codify plan-aligned user stories. [2]

Consumer Behaviour in Pharmaceutical Market

A variety of actions and approaches are involved in consumer purchasing behavior when it comes to making product purchases. Among these are the following:

Information Search

In order to make educated judgments, consumers frequently conduct product research and Compare features, costs, and reviews.

Evaluation of Alternatives

Based on their tastes, budget, and perceived value, consumers assess several product Possibilities or brands.

The Decision-Making Process

When deciding which product to buy, consumers consider a number of criteria, including Price, convenience, and brand loyalty.

Post-Purchase Behavior

Following a purchase, customers evaluate their level of happiness, which may have an impact on upcoming purchases and brand loyalty.

Cultural and Social Influences

A consumer's decision-making and purchasing habit can be greatly influenced by friends, Family, and society trends. The process by which a customer decides whether or not to purchase a specific product is referred to as the consuming process. Customers purchase goods to increase production, which is crucial in advertising. It provides many clues regarding when, what, why, how often, and/or the frequency that Customers ought to use the merchandise.

Typically, A Customer is an individual or a group of buyers. Somebody else who possesses particular Qualities like such as age, sex, tribe, or religion and makes a purchase goods with the Intention of utilizing them rather than for the reason behind resale. A client is on a big person or thing with the authority to choose the decision to purchase an Item from a specific store, and you might be affected by the commercials and advertising.

Payment methods are just one aspect of what paying customers have to offer; their conduct is Not restricted to how they pay for the goods they buy. Thus, the consumer's use of services, Behavior, and ideas are the focal points of marketing management activities. When individuals or organizations purchase, utilize, or discard ideas, experiences, or things with the intention of meeting needs and wants, this is referred to as conduct consuming. This Is a crucial consideration, particularly if you need to know how consumers choose products.

Customers are given incentives in the form of the four Ps. Consumers' environment includes A number of aspects that influence their decision to buy, including the economics, politics, Culture, and technology.

Applications for consumer behavior research include assessing Requests, tracking brand behavior, forecasting in tandem with prompt product delivery, and Supporting cost estimations. Customer Purchase decisions are influenced by both important and unimportant factors.

Elements like values, self-awareness, mental models and belief Systems, and material things like real goods or services.

The nature of pharmaceutical products, governmental control, and the participation of Multiple stakeholders, including healthcare professionals, insurance companies, and Pharmacists, all influence consumer behavior in the pharmaceutical market. Pharmaceutical Purchases are frequently affected by healthcare providers and the larger healthcare ecosystem Rather than being made directly by consumers, as is the case in consumer products markets.

In the pharmaceutical market, the following are important facets of customer behavior i.e The Impact of prescriptions written by healthcare providers: Consumers, or patients, typically Depend on medical professionals, like doctors, to prescribe drugs. This indicates that rather Than the patient's personal preferences, the doctor's advice plays a major role in their decision. Relationship between Doctor and Patient: Consumer behavior is greatly influenced by trust in the healthcare provider.^[3]

Pharma Marketing Expanded Role of Pharmacy Intermediaries

The marketing sector is aware of the difficulties posed by intermediary conflicts. In Pharmaceutical marketing, managing distributorships is crucial. Improving channel Communication is the main goal of the solution. Data management and integrity will be Crucial

as more businesses move to digital platforms in the pharmaceutical sector. It can be advantageous to use intermediaries because of the different distribution routes Available, particularly for over-the-counter products.

In the current environment, it is essential for effective brand management to acknowledge intermediaries as significant business Partners. This dynamic environment will continue to shape efforts to improve brand Management. Group buying organizations (GPOs), wholesalers, and pharmacy benefit Managers (PBMs) are examples of pharmacy intermediates that have greatly increased their Role in pharmaceutical marketing and distribution.

Below is a summary of the changes in their role

PBMs, or pharmacy benefit managers PBMs were first created to oversee health plans' Prescription drug benefits, but they have since expanded their responsibilities to influence pharmaceutical marketing and sales in a number of ways.

Formulary Management

By selecting which pharmaceuticals are added to a health plan's formulary, PBMs manage access to prescription drugs. In return for advantageous formulary placement, they bargain with manufacturers for rebates and discounts.

Tiered Pricing and Rebates

PBMs are now skilled negotiators who are able to get pharmaceutical companies to give them discounts and rebates.^[4]

Pharmaceutical Marketing Way Forward

As with most other businesses, the field of pharmaceutical marketing is always changing. This is because the future of marketing is always unfolding in every industry, including pharmaceutical marketing. According to this essay, adopting a green marketing approach will benefit the pharmaceutical business most. Adopting a green strategy entails concentration on eco-friendly procedures such as the use of Sustainable packing supplies, appropriately disposing for clinical trash, or implementing tactics that promote environmental ideals.

As with most other businesses, the field of pharmaceutical marketing is always changing. All the areas of marketing, including pharmaceutical marketing, are to undergo a transformation in the near future. From this essay, one derives that this pharmaceutical business would reap the maximum Benefit if it adopted green marketing. Using environmentally friendly methods, such as using Sustainable packaging materials, disposing of medical waste properly, and employing Marketing strategies that support environmental ideals, are all part of adopting a green Approach.

Pharmaceutical advertising blend

Advertising of pharmaceutical uses a variety mixes, but the marketing mix is the most crucial one. The previously mentioned categorization demonstrate that it might be a highly Integrated attempt of multiple These are the three additional Ps that Booms and Bitner Suggested using to understand service characteristics: the ingredients for persuasion, the Location where the product is provided, and the advertising. Individuals, protocols, concrete evidence, and the remaining three extra Ps for packaging, policy and corporation. They were presented to illustrate the particulars of inclusion as a component of one medical care.

Considering a focus on business and based on the 10 Ps, since "segmented" data must be Coherent By examining the options accessible to employees (such as social workers and Health care providers) in the workplace to meet the interested parties. As a result, serves as the base and

rationale for marketing tactics meant to entice and enrol Integrated alongside Stakeholders and the intended audience.

In the framework of the marketing mix, the products category product is given the highest priority. The repairs are known as “Products Providers” The medical and social sectors Solutions provided by the integrated care provider Fix packages or repairs themselves heal Patients.

The answers These updates may already be integrated healing spectrum of care Products (for instance, a specific repairing medication or apparatus) an improved integrated Spectrum of care services provided (such as customer service of scheduling and following up, Financial or installation, as well as security measures like CCTV people) Product assessment Facilitates the business to run well since it’s helpful to consider some of the most crucial Factors under consideration with ease.

Place or Physical Distribution

This comprehensive strategy has an impact on all corporate operations. It describes how integrated care systems deliver H&SC products to their clients. Pharma care providers use the health and social services sector of entry and shipment approach solution circumstances in an effort to surpass or at the very least give a suitable perception. Companies evaluate Shipment method as well.

Individuals

Naturally, it is possible to say that this group is without a doubt the most important one for Drawing in marketing initiatives. “Patients receiving integrated care” refers to multitasking Healthcare professionals such as attendants, nurses, pharmacists, and other healthcare Providers who interact directly or indirectly with patients and/or take part in the Administration and distribution of pharmaceutical products. The term “patients receiving Integrated care” refers to a wide range of professionals who work in the administration and Distribution of pharmaceutical products, including doctors, enfermists, administrators, Technicians, assistants, laboratory staff, investigators, cardiologists, or investigators.

Promotion

Pharma products have a distinct perspective than ordinary commodities that fall under the FMCG or consumer goods categories of other businesses. Pharma offers life-saving Medications using a traditional manner, despite having over-the-counter goods with a Product-advertised methodology. In a chain, everybody interacts directly or indirectly with Professional sales representatives, starting with doctors and continuing all the way to the main end users, who are pharmacies.

Direct marketing, advertising, and personal selling several for the main methods or approaches may utilize. By using resources or methods, payers may help suppliers with combining treatment in their role such committee entities which satisfy the societal or medical desires of individuals. This Will allow independent H&SC organizations to work together and create integrated care Models at the same levels (horizontal, vertical, structural, and virtual). Physical proof.

It greatly supports the marketing function and personal selling. This will allow independent H&SC organizations to work together and create integrated care models at the same levels (horizontal, vertical, structural, and virtual).

Physical Evidence

It really aids the marketing role. The physical proof that is a part of the health care service Setting is known as a tangible health care deliverable. Regarding concrete metrics for Assessing integrated care, there are numerous unique features of the healthcare facilities that Participate in the process (clinics, hospitals, and care facilities) where patients and other interested parties can document proof of a concrete display of best practices, such as staff qualifications and facility conditions; these are complemented by additional types of documentation that can serve as evidence of satisfaction with the integrated care services awards, testimonies, pamphlets, Professional Sales Representatives (PSR) physically present themselves to the doctor in the form of a catalogue and a helpful brochure.

Process

Pharmaceutical marketing is all about “process,” as this phrase encompasses all of the actions Associated with this field. The phrase “process of service” refers to how health care providers Implement and oversee strategies, procedures, and frameworks. The process aids in more precisely defining the area of activity for the influence of middlemen in pharmaceutical Businesses’ operations.

Packing

The main function of packing in its most basic form is to protect items and promote good Health. This argument arises from the fact that the packaging, perhaps the components to Drug, was not properly identified. The method of promoting the product is the main Association with it.

Partnership

Collaboration is necessary to establish and supply sustainable public health and social care Services because of the interdependency between the pharmaceutical and health care Professions and professionals and other provide. Partnership will enable patients to receive Complex care that focuses on establishing, reclaiming, and maintaining patients’ well-being.

This is where information is passed between similar levels in the continuous learning process, such as by the multidisciplinary teams of care linking different care types, unifying into a New single body; and, to some extent, by closely working together the medical personnel, Including doctors and social workers, forming the network. There may be a knock-on impact from the availability of these collaborations and the potential benefits that follow. New Partnerships with other parties, like integrated Paya and treatment providers.

Policy

The statement of aim that directs efforts and procedures in the medical field is called a policy. Therefore, in practice, which is in charge of organizing methods and practices for the Provision, management, and planning of health and social welfare programs as well as developing and regulating the process? It accomplishes this by organizing the marketing Plan’s components according to the tenet that integration must come after rationalization, and That policy is crucial in integrated care 2020.^[5]

Investigation in Health The item Stock

Interest, cost, or supplies constitute three pillars of trading system. The portion on running expenses is going into greater depth about how these components interrelate. In light of this, research on the market of healthcare products continues into a significant component of economic analysis that subsequently influenced buyer interest or pleasure. Poor interest. If most employees

dislike product or product yet willing for prevent it (ex. immunizations, dental work, certain treatments, eliminating vomit balloons), firm is in an unpleasant state of mind. None required. Companies might not be pleased with the way the good is marketed. Finding a method to connect the product's advantages to the requirements of individuals or hobbies is the challenge. The capacity for thought. The demands of consumers cannot be satisfied by the goods and services that are currently on the sector. Determining scope is future marketplace or developing efficient goods which satisfy demands are company's challenges. The financial challenge in the event of a decline price is to address the decline of interest in products. Continuous mental processes. Revenue numerous companies vary every day, per day, annual basis, this leads to loaded or overflow issues.^[6]

The drug customer features, construction, or framework

The drug sector is a segment of the marketplace for items, a domain of subject-object contact that is impacted by specific conditions. Users of medications and the professionals who recommend and provide data while purchasing healthcare equipment are the targets of the pharmacy business. Topics include pharmacological expertise, concepts, Para pharmaceutical items, healthcare, amenities, and buyer habits. The police that regulate and oversee drugs action, manufacturing, retailing, and sales companies and businesses, targeted advertising and logical firms, schools, universities, drugs connections and other government agencies, or clinics are every aspect drugs customers.

The development of fresh medicinal goods continues. The novel formulations that came out in the past few decades offer an increasingly targeted mode of practice, making them better suited for therapy. The ingredients are made for distinct individuals, while they prove more helpful than the wide range of therapeutic treatments that they recommend replacing. Genome editing and bioinformatics are widely used in drug production. The rise in the production and distribution of genuine medicines is a crucial aspect of the contemporary drug business. Analysts at IMS expect that the pharmacy industry will expand by 6-7 percent yearly, but sales potential will rise by 14–17% on aggregate.

Firstly, of all, providing medicinal assistance to the general public necessitates intimate connections between the client (buyer) nor do pharmacies while physician. The client's uniqueness is a defining feature of the medical assistance.

Secondly, the impact of inadequate knowledge on a medical's user qualities at its suppliers, at pharmacies, and at users (clients) is greater than in other industries, including medical agencies. Thirdly, essential medical supplies are required to maintain individual well-being and life. Fourthly, the relationship between the costs of medical personnel' labour and the outcome are unclear in pharmacies (according to the also in any healthcare care organization).^[7]

An outline of the drug industry

Drug promotion is another name for drug advertising. The goal of drug promotion is to raise consumer knowledge of and adherence to medicinal goods and companies. However, raising their goods is its main goal. In addition to creating demand, this strategy eventually influences customers and physicians to select a specific brand over competing ones. A favorable view of the medications and the businesses that produce them is another goal of drug advertising.



Figure 2: Pharmaceutical Marketing Strategy

It makes an effort to achieve this by convincingly providing instances, data from science, testimonies, and other information. Drug companies use a variety of pathways, such as electronic publicity, promotional incidents, and conventional ads (television & printed), to achieve that^[8]

Search Engine Optimization

Customers first utilize the most popular search engines, Google, Yahoo, or MSN/Bing, when they are looking for any health information. An efficient way to connect with these users is Through SEO. In order to improve one's search ranking on Google or any other search engine, Search engine optimization techniques are used. Google +1s, Twitter retweets, and Facebook Shares all help you rank higher in search engine rankings. Direct communication between the Business and its customers is made possible by social media marketing.

It enhances the ideals of the brand and fortifies the organization's reputation. Ads Per Click, Google advertisements may be bought if the corporate website isn't receiving enough visitors. The many ad networks also allow you to buy ads directly. The most popular direct channel That customers use for everyday use for both marketing and personal interactions. Also, customers can easily access their emails thanks to the growing usage of smartphones And tablets. Marketing's effects on prescribing practices and behavioral shifts toward offers, There is a dearth of objective data regarding the effects of pharmaceutical marketing Strategies, according to some authors. The increase in the number of medication registrations In Pakistan is a straightforward illustration of this development rate in a developing nation.

In the early 1990s, there were fewer than 20,000 registered branded medications in Pakistan; By 2004, that number had risen to over 35,000. Over the past 30 years, the Ministry of Health Has registered over 30,000 trademarked medications. "Are Pharmaceutical Promotional Activities Really Able to Influence Physician Behaviors?" is the question that emerges here. Numerous studies came to the conclusion those pharmaceutical marketing influences Physicians' attitudes as well as how they prescribe. Pharmaceutical businesses market and promote their products by giving doctors gifts. Increasing the amount of high-quality, Pertinent, and authoritative information on a website is the aim of SEO.^[9]

Limitations of Artificial Intelligence

Patients should be aware that digital consultants are led by human doctors exclusively. Because Personas like kindness or sensibility is qualities artificial beings cannot replicate. Additionally, since AI is a technology that is surrounded by skepticism, it is not reasonable to expect that the patient will trust it right away. This is why routine duties are primarily handled By artificial intelligence, leaving human physicians to undertake patient care with the primary duty. Google tried utilizing just keywords or popular search terms in its search engine before the year to predict annual abundance.

A person's search behavior shifts importantly, that model was rapidly stopped since it was so badly designed that it was unable to produce future projections year after year. Artificial Intelligence technologies are attracting attention in medical research, however there are Several obstacles in the way of their practical application. The first barrier stems from the regulation's aspect.

As of right now, criteria none evaluate the safety and efficiency using artificial intelligence (AI). US FDA attempted provide Guidelines for assessing AI systems in order to overcome this challenge. The AI systems were Identified as the "General Wellness Product" in the initial guideline.

The second rule of thumb justified the use of real-world data to assess AI systems' Effectiveness and the final recommendation made the rule governing clinical trial designs

That are compatible and when polycyclic was revealed, the COVID-19 pandemic in 2020 Changed the profits and expenditures in novel molecular and organisms, and going keep Changing drug industry in decades ahead. as a result of efforts to produce more and better Vaccines against the SARS-CoV-2 virus.

In a similar vein, the pressing need to vaccinate the world's population in order to reduce Quantity to fatalities or sick people would cause significant changes in global consumption

Patterns. The Corona pandemic effects on modern medical business or trends in pharmaceutical use is not covered in this paper since the necessary data is still incomplete.^[10]

Marketing Strategies Employed by Companies

Companies use marketing strategies, which are well planned plans that direct the promotion of goods or services to specific consumers. Usually, these tactics consist of the following Essential components:

Market Research

To better understand their audience, businesses use surveys, focus groups, and analytics to collect information on customer behavior, preferences, and trends. This aids in creating Marketing initiatives that appeal to the target audience.

Segmentation and Targeting

Companies frequently break down their large market into more manageable groups according to behavior, psychographics, demography, and other criteria. In order to improve relevance and efficacy, they then use tailored messaging and offers to target particular segments. Companies use marketing strategies, which are well planned plans that direct the promotion of goods or services to specific consumers.

Brand Positioning

Businesses strive to establish a distinctive brand positioning that sets them apart from rivals. This entails developing an individual tone, message, and image that appeals to the target Market and emphasizes the value proposition of the brand.

Material Marketing

To engage clients, a lot of businesses employ content marketing techniques including blog entries, network updates, videos, and infographics. High-quality content promotes the brand's Digital platforms, educates customers, and increases traffic from organic sources.

Channels for Digital Marketing

Social media marketing: Websites like Facebook, Instagram, LinkedIn, and Twitter are used to interact with consumers, advertise goods and services, and create a brand community.

Influence Advertising

To authentically distribute their items and offerings, many companies work with influential People or important public figures who have sizable, devoted followings.

Client connection management

Through individualized support and communication, businesses may manage client Interactions, uphold connections, and increase customer retention by utilizing CRM systems.

Sales Encouragements and Reductions

Time-limited offers, reductions, and exclusive promotions are typical tactics to increase immediate sales and draw in new clients. Analytics and Measurements such as monitoring marketing campaign performance is Essential. Businesses utilize statistics to calculate return on investment, CAC, and CLV in Order to make informed judgments and improve subsequent marketing initiatives.

Furthermore, a few more adjustments were considered done. Every single ring via the built environment might be thought of as an interconnected link because the patients are the main focus of the dispersion design.

It's important to understand that some rings frequently eclipse Past the one that follows them. For instance, some businesses collaborate directly with retailers, yet in the event it comes to Pricey products that must be flawless, only professionals are consulted^[11]

Advertising to experts in medicine

HCPs provide medical evaluation and therapy suggestions frequently involving prescription drugs. This crowd demographic is crucial to the pharmaceutical sector because of its broad geographic appeal. In most cases, HCPs are inundated with material. Drug advertising remains in early stages so has been able to develop quickly after the epidemic began. HCP are consequently inundated by imprecise data for their benefit.

As a consequence, the drug makers are not making large profits and are making a lot of confused sound. Healthcare workers study novel drugs that are coming to sell and the latest developments within the field while they aren't seeing clients.

Drug marketers ought to give health care professionals the most accurate data possible and organize it to guarantee it is easy for them to take in pertinent and helpful knowledge. Drugstores must have a successful promotional strategy with extremely specific material and succinct, significant language while promoting to HCPs.

Since drug manufacturers are not properly advertising for their healthcare professionals, electricity HCPs are worn out and inundated in emails and unrelated material. This leads to a decline in participation towards the medicine brand and, eventually, a decline in the number of HCPs who use the goods that are getting advertised.^[12]

Basic Approach and Policy

To uphold the high standards of ethics and transparency in our dealings with stakeholders, Such as physicians, healthcare facilities, or clinical cohorts, on top of fulfill confidence Society has positioned within them, we have set standards of conduct that adhere to the worldwide organization of drug Producers & federation Rules of conduct alongside other manufacturing organizations' rules in every country while area.

Every business in Japan, for instance, has created a code of conduct that mirrors and enhances the Japanese drugs Organization for Production maintains a Rules for Conduct and the advancement policy over medicinal pharmaceuticals, primarily applicable to commercial departments. Statutes or rules, like the legislation on Ensuring the Security, Effectiveness, while integrity of product, also apply to all Otsuka group operations, including research and development, the provision of medical information, and other business operations.^[13]

Professional Commercial Events Education Method:

For the benefit of moral behavior, the Otsuka unit provides cooperative enterprises with Broad education centered within the World Rules of Corporate Conduct, Foreign anti-graft Strategy, including International Cross of Influence Strategy. Every operational company's officer, staff, contract workers, and outsourced workers participate in relevant training once a year. Awareness surveys, tests administered during training, and other methods are used to gauge how well employees understand compliance and its penetration. We also teach staff members on prom and responsible sales. Increasing sales of goods or services is facilitated by sales promotion.^[14]

CONCLUSION

There are undoubtedly obstacles and opportunities unique to pharmaceutical sales and Marketing. It is clear that it differs from the standard marketing strategy utilized via sectors Other than pharmaceuticals. Particular approaches based on the principles of marketing Product, pricing, location, advancement, individuals, concrete proof, especially process help Mitigate the dangers and difficulties brought from internationalization, rising rivalry, Especially the fight for dominance of the worldwide marketplace. To put it simply, technology in the industry improves achievement, yet the ecological Advertising approach raises the Stakes. Technology has played or will maintain an essential part for the growth and success of Medicine.

Drugs companies will become extremely accustomed to digitalization in the future. Its many tools are simplifying and streamlining pharmaceutical marketing. In today's environment, where consumers are vulnerable and competition is fierce, digitalization has proven to be a Boon to marketers by giving them new, targeted ways to reach their goals and reduce Competition. The pharmaceutical business has likewise embraced digitalization and appropriately leveraged its advantages to reach patients and healthcare professionals.

Given The rate of digitalization, we can be certain that the healthcare system's old one-way Connections will soon give way to two-way ones between patients and medical professionals.

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