



## Designing A Marketing Model for Pharmaceutical Products in Iraq

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### **ABSTRACT**

At the present time The Marketing in pharmaceutical products is considered as one of the important issues in marketing management; considering the importance of this issue, this research seeks to find a marketing model for pharmaceutical products in Iraq. The research is in terms of the fundamental goal and in terms of the descriptive method, the analysis is obtained by using the model experts' interviews. In this research, firstly, the issue has been examined by using expert interviews, and finally, the final model of the research has been drawn. In this research, the analysis of the market context was first examined and analyzed. In fact, this problem is one of the basic concepts in the field of the final model, which

includes four dimensions of customer analysis, industry analysis, environmental analysis, and analysis of colleagues. It shows the needs of the customers and the characteristics of the industry, and the environment actually shows the necessary environment for the marketing model. On the other hand, the analysis of colleagues makes the situation of the competitors to be considered, and this helps in improving marketing.

**Keywords: Marketing - Management - Pharmaceutical Products**

## **INTRODUCTION**

Marketing in medicine emphasizes the skills and high security of medicine, and also estimating the need for medicine is one of the issues that marketers in this field should pay attention to. In fact, marketers examine the progress of medicine in the field of medicine and take a step towards marketing in this field; in fact, medical services and pharmaceutical marketing are different from one country to another and from one city to another, and that is why pharmaceutical marketing has a special sensitivity. (Behzad et al, 2017). “Al maktab alolmi” is the main private source of medicine supply. “Al maktab alolmi” consists of the agents of international and national companies with the tasks of registering and marketing. They provide medicine for drug stores (i.e. Equivalent to a wholesaler) and some private pharmacies. The Iraq. medicine market comprises about 9093 registered trademarks in the medical affairs of the ministry of health (syndicate of Iraq.i pharmacists, 2017). Pharmaceutical businesses both domestically and internationally produce the medications that are registered in Iraq. There are 23 pharmaceutical factories in Iraq.; the government founded the oldest one, the Samarra Pharmaceutical Factory, in 1957. (directorate of technical affairs, 2017). Samarra factory possessed the largest pharmaceutical facility and covered the largest part of Iraq. medicine market. In addition, there are about 1101 international companies registered by the ministry of health in Iraq. (syndicate of Iraq.i pharmacists, 2017). After 2003, the private pharmaceutical sector has flourished in Iraq., welcoming the presence of all international companies. All international companies that export medicines to Iraq. should be registered by the ministry of health in Iraq. (syndicate of Iraq.i pharmacists, 2017). Due to the expansion of pharmaceutical factories in Iraq., as well as the large volume of drug imports to this country, the marketing of pharmaceutical products in this country is of great importance, which will be addressed in this research. Although a lot of research has been done in the field of pharmaceutical sales and marketing, but there are many limitations in the research regarding sales and sales management and

sales planning, which requires management orientation and managerial focus. (Neves et al., 2010). According to Jones et al. (2005) researches that are active in the field of sales management are based on theories that have been established for a long time and only the need for revision for this sales and marketing management seems to be sufficient, but these changes must be done quickly and very carefully because the world is rapidly changing. It is industrializing and progressing. Depending on the demand state, there are pharmaceutical marketing types that pharmaceutical marketing objective. There are various demands in the pharmaceutical market, including negative, absent, potential, declining, uneven, satisfied, excessive and irrational demand. Depending on the demand mode of pharmaceutical marketing several goals including demand formation, demand stimulation, creation of the new medicinal means, demand increase, demand leveling, demand support, demand decrease and restriction of access to medicines (Smolynets et al, 2016).

## **RESEARCH PROBLEM**

How can pharmaceutical products be marketed in Iraq?

The Test Confronting Pharmaceutical Advertisers Will Be To Show Estimation Of Item Through Limited Time Development, Joined With The Required Accentuation On Proficiency And Security Of Their Item. To Do As Such, They Should Swing To Pharmacoeconomics An Advancing Field That Inspects The Issues With Regards To The Market's Medicinal Services Framework. Medicinal Services Framework, Of What Is Comprehended Of The Term, Contrasts From Nation To Nation, Place To Place And City To City. (Behzad Et Al, 2017).

“Al Maktab Alolmi” Is The Main Private Source Of Medicine Supply. “Al Maktab Alolmi” Consists Of The Agents Of International And National Companies With The Tasks Of Registering And Marketing. They Provide Medicine For Drug Stores (I.E. Equivalent To A Wholesaler) And Some Private Pharmacies. The Iraq Medicine Market Comprises About 9093 Registered Trademarks In The Medical Affairs Of The Ministry Of Health (Syndicate Of Iraqi Pharmacists, 2017). Medicines Registered In Iraq Are Produced By National And International Pharmaceutical Companies. Iraq Has 23 Pharmaceutical Factories, The Oldest Of Which Is The Samarra Pharmaceutical Factory, Established By The Government In 1957 (Directorate Of Technical Affairs , 2017). Samarra Factory Possessed The Largest Pharmaceutical Facility And Covered The Largest Part Of Iraq Medicine Market. In Addition, There Are About 1101 International Companies Registered By The Ministry Of

Health In Iraq (Syndicate Of Iraqi Pharmacists, 2017). After 2003, The Private Pharmaceutical Sector Has Flourished In Iraq, Welcoming The Presence Of All International Companies. All International Companies That Export Medicines To Iraq Should Be Registered By The Ministry Of Health In Iraq (Syndicate Of Iraqi Pharmacists, 2017).

Due To The Expansion Of Pharmaceutical Factories In Iraq, As Well As The Large Volume Of Drug Imports To This Country, The Marketing Of Pharmaceutical Products In This Country Is Of Great Importance, Which Will Be Addressed In This Research.

With Regard To Commentary And Literature On Sales And Marketing In General, And On The Pharmaceutical Industry And Context, In Particular, Although There Is Large Body Of Literature Relating To Sales And Sales Management Any Existing Frameworks Designed To Assist Sales Planning Tend To Have A Narrow Focus And Lack A Management Orientation (Neves Et Al., 2010). According To Jones Et Al. (2005) Research Into Effective Selling And Sales Management Lags Behind Other Areas And Is Predicated On Models And Assumptions That Were Often Developed Decades Ago And Which May Need To Be Revised In The Light Of Dramatic Changes In The Marketplace. This Is Despite The Fact That Selling And Sales Management Activity Is Frequently Crucial To The Achievement Of Business And Marketing Objectives.

Depending On The Demand State, There Are Pharmaceutical Marketing Types That Pharmaceutical Marketing Objective. There Are Various Demands In The Pharmaceutical Market, Including Negative, Absent, Potential, Declining, Uneven, Satisfied, Excessive And Irrational Demand. Depending On The Demand Mode Of Pharmaceutical Marketing Several Goals Including Demand Formation , Demand Stimulation , Creation Of The New Medicinal Means ,Demand Increase, Demand Leveling, Demand Support, Demand Decrease And Restriction Of Access To Medicines (Smolynets Et Al , 2016).

## **RESEARCH OBJECTIVES**

Determine the extent of the contribution of designing a marketing model as well as the obstacles to pharmaceutical products in Iraq

## **THE STUDY GROUP**

### **1 Research Method**

#### **1-1-1 Type Of Research Method**

In Terms Of The Type Of Research, It Is A Survey.

In Terms Of Purpose, This Research Is Applied.

#### **1-1-2 Collection Tool**

Theoretical Foundations in This Research Are Collected Using Library Resources. The analysis in this research is done qualitatively and this research does not have a quantitative part

### **1-2 Methods of Analysis**

This research was conducted qualitatively

#### **1-2-1 Qualitative Analysis Of Research**

In This Study, Qualitative Analysis Is Performed Using Interviews. In Qualitative Analysis, The Questions Are Asked Of The Respondents And The Results Are Obtained By Mental Analysis And The Findings Of The Interviews.

##### **1-2-1-1 Goal Setting In Qualitative Studies**

In Determining The Purpose, The Main And Sub-Objectives Of The Research Will Be Examined And These Objectives Will Be Considered In The Interview. The Objectives Of The Research Are Listed Separately In The Table Below. The Main Purpose Should Be Considered As The Main Support Of The Interview And The Sub-Objectives Should Be Considered During The Interview.

#### **Table (1-1) Research Objectives**

The Main Objective    Sub-Objectives Of The Research

Provide a marketing model for pharmaceutical products in Iraq

- Identify the types of drug marketing in Iraq
- Identifying indicators of drug marketing in Iraq

- Identify the intervening conditions of drug marketing in Iraq

### **1-2-1-2 Interview Design**

At This Stage, The Interview Is Designed And What The Interviewer Is Going To Ask The Interviewee Is Examined. The General Questions Are Arranged According To The Objectives And This Part Completes The First Part Of The Work.

**Table (1-2) Interview Questions**

Interview Questions from Experts
Describe The Situation Of Imported And Exported Drugs In Iraq?
How Do Medicines Reach People In Iraq?
Examine Drug Marketing In Iraq?
How To Improve The Situation Of Drug Marketing In Iraq?
Describe The Current Situation And Appropriate Strategies To Improve Drug Marketing In Iraq?

### **1-2-1-3 Conduct An Interview**

In Conducting An Interview, A Series Of Rules And Regulations Must Be Observed So That The Results Have A Proper Scientific Burden. Including:

- The Interviewer Should Not Interfere With The Views Of The Interviewee
- Be Environmentally Friendly And Respectful
- Marginalization Should Be Avoided.
- Questions Should Be Digestible and Have the Ability to Answer

### **Appropriately And Appropriately to The Community.**

- Avoid Directional Questions.
- Respect For The Privacy Of The Interviewees
- Avoid Asking Direct Questions

#### **1-2-1-4 Writing an Interview**

##### **There Are Several Ways To Write An Interview**

- Record Interviewees' Responses During The Interview Process
- Recording People's Voices During Interviews And Reviewing And Analyzing Them Through Audio
- Record Responses Briefly Or In Detail

In This Research, We Will Try To Take Notes On The Interviewees' Answers During The Interview Process, And After Elaborating And Analyzing Them, The Interviewee Will Be Seen And, If Approved, Will Be Included In The Analysis.

#### **1-2-1-5 Interview Analysis**

The Chart Below Shows How To Review And Analyze The Interview And The Goals That Are Pursued In The Analysis.

#### **1-2-1-6 Report Preparation**

Finally, The Interviewer Should Present His / Her Analysis Using What Has Been Interviewed, But It Should Be Noted That He / She Must Observe Complete Impartiality In The Analysis Of The Data.

In General, The Following Should Be Observed In Preparing The Report

- Reporting Style Should Be Objective
- Impartiality Must Be Observed In Writing The Report
- Since This Part Is Done Qualitatively, The Report Must Be Presented In A Beautiful And Literary Way.

#### **1-2-1-7 Using Qualitative Analysis Method**

In This Research, Data Will Be Analyzed Using Qualitative Analysis Method.

#### **1-4 Research Pattern, Conceptual Model, And Theoretical Framework**

In This Research, The Following Steps Will Be Performed

Systematic Review Of The Concept Of Pharmaceutical Marketing

## Investigating The Dimensions Of Drug Marketing

Semi-Structured Interviews With Experts And Identifying The Dimensions And Challenges Of Iraqi Marketing

Examine The Gap Between Current And Desirable Weaknesses In The Interview

Provide Effective Solutions For Drug Marketing In Iraq

### **1-5 Research Method**

Library Method: For The Theoretical Foundations Of Research And Systematic Review, The Librarymethod Is Used And Data And Research Variables Are Collected Using Valid Books And Articles.

Field Research: In This Research, Using Research Interviews With Experts

### **Literature Review: -**

With The Acceleration Of Global Economic Integration, Market And Industrial Environments Have Become More Complex, Dynamic And Uncertain, Which Has Led To What Is Called Hyper-Competition, And The Collapse Of The Main Frameworks Has Changed The Rules Of Competition In Many Industries. . (Jiao Et Al, 2010, 48). In Other Words, Although The Traditional Elements Of Job Success - Maintaining Incentives And Incentives, Ownership Of Tangible Assets, Controlling Costs, Maintaining Quality, Optimizing Initiatives - Are Necessary, But They Are Not Sufficient To Achieve A Higher And Superior Corporate Performance (Teece, 2007, 1319). As A Result, This Has Forced Companies To Understand The Actions Of Their Competitors And React To Them Faster. Rapid Changes Cause Rapid Analysis And Erosion Of The Current Competitive Advantage. In Fact, In Order To Understand And Capture The Opportunities That A Dynamic Operating Environment Creates, Companies Must Reconfigure Their Current Assets And Processes (Jiao Et Al, 2010, 48), Or In Other Words, In Their Dynamic Capabilities. To Create In This Interpretation, Dynamic Capabilities Are Considered As An Important Factor For Companies That Compete In Rapidly Changing Environments. In Order To Be Successful In These Environments, Companies Must Demonstrate Timely Sensitivity And Fast And Flexible Product Innovation, Along With The Management Ability To Effectively Coordinate And Transfer Internal And External Capacities (Iacobucci, 2008, 73). Therefore, Dynamic Capabilities Revolve Around Two Main Dimensions: The Capacity To Renew



And Renew The Company's Competencies In The Face Of Changing Business Environments And The Main Role Of Management In Adapting, Integrating And Reconfiguring Resources And Capabilities In Order To Pay Attention To Environmental Changes (Hermano & Martín-Cruz, 2016, 3448). One Of The Industries That Has Faced Significant Changes In Recent Years Is The Pharmaceutical Industry. Today, The Pharmaceutical Industry Is Considered As One Of The Most Important And Largest Industries In The World, And Having Such An Industry Is Recognized As One Of The Important Criteria For The Development Of Countries. On The One Hand, The Pharmaceutical Industry Is One Of The Most Important Industries Of Any Country Due To Its Effect On Human Health And Prevention Of Diseases As The Achilles Heel Of The Health System, And On The Other Hand, Due To Its Profitability And Market Value, It Is Considered One Of The Leading Industrial Sectors Of Nations. The Pharmaceutical Industry Has Been Ranked Third Among The 53 Most Profitable Industries In The World After Network And Communication Equipment Industries, Internet Services And Retail Sales. Although According To The Statistics, Iran's Pharmaceutical Industry Has Experienced A Growth Of 30% (Www.Statista.Com), But This Growth Is Compared To The Existence Of Great Potentials Of This Industry, Including The Exit Of The Pharmaceutical Industry From The Generic System, The Increase In The Role Of Private Companies, The Future The Focus Of This Industry, The Existence Of Expert Workforce, Stable And Constant Demand For Its Products, Etc. Can And Should Be More Than This Amount. Challenges Such As Exhaustion Of Companies, Research And Development Costs, Small Scale Of Companies, Etc. Are Among The Factors That Have Prevented Further Growth Of This Industry. It Can Be Said That A Huge Part Of These Challenges Will Be Solved By Creating And Developing Dynamic Capabilities In Pharmaceutical Companies And In The Entire Industry.

The Field Of Strategic Management Has Been Accumulated Since Its Early Days With The Development Of Logical And Analytical Models And Theories To Understand The Nature And Causes Of Sustainable Corporate Performance. From The Analysis Of Porter's Competitive Position Formed By The Structure-Behavior Performance Paradigm To The Analysis Of The Game Theory Of Competitive Interaction To The More Recent Evolutionary And Resource- And Capability-Oriented Perspectives Formed By The Works Of Penrose (Hodgkinson & Healey, 2011, 1501). In Strategic Management, Organizational Capabilities Are Drawn As Vital Success Factors (Drnevich & Kriauciunas, 2011, 254),

Because Resources Are Not Productive Alone. A Brain Surgeon Is Useless Without Radiologists, Anesthesiologists, Nurses, Surgical Instruments, Imaging Equipment, And A Host Of Other Resources. To Perform A Task, A Team Of Resources Must Work Together (Grant, 2010, 104). Organizational Capabilities Can Be Defined As The Capacity Of A Company In Lining Up And Arranging Its Resources, Both Tangible And Intangible, In Order To Perform A Task Or Activity To Improve Performance. Helft And Petroff (2003) Define Organizational Capability As The Ability Of An Organization To Perform A Coordinated Set Of Tasks, Using Organizational Resources, With The Aim Of Achieving A Specific Result.

Escherio And Kleinsch-Eberle (2007) Consider Capabilities As Distinct Behavioral Patterns That Are Complex In Nature And Include Formal And Informal Processes. Capabilities Are A Collection Of Historical Experiences And Organizational Learning. From Their Point Of View, Every Ability Has Three Distinct Characteristics:

(1) Solving A Problem And Its Logic: Its Ability To Solve A Collective Problem Has A Collective Meaning. It Is Assumed That These Issues Will Appear In Two Ways, Such As Solving And Separating Them. A Detailed Concept That Includes These Conditions And The Location Of This Problem And A Different Design Under Lack Of Certainty, A Vague Statement Of Functions And A Specific Choice That Lacks A Specific Reference. Solution To The Functions Of This Person, Please Take A Look At This Surface, Mindful Of The Most Important Adverbs Of Attraction. (2) Practice And Practice: I Met Her With The Work And Steadfastness Of My Kinsfolk, Nazdek Darand; It Is A Conceptual Phase That Has Grown Rapidly And Is Very Practiced. In Any Case, You May Be Able To Do This In Practice Or Practice With Us. You May Also Be Able To Sing Anything Like This, Whether It Is A Frank Dance Or Thanksgiving. The Ability To Buy Dimensions From Your Feet On The Surface Of Your Body: Feelings, Implicit Dance, And Physical Dance; (3) Qabilit Is Reassured And Timely: In My Opinion, If There Are Conditions For Qabilit, There Must Be A Strict One. In Other Words, The Effectiveness Of This Solution Is To Solve The Problem Of The Problem Of The Problem. Unless You Are Successful, There Are Different Conditions That Are Fixed, And If You Have To Wait Until The Device Starts Again.

Researchers Distinguish Between Different Organizational Capabilities. Collis (1994) Introduces Four Categories Of Capabilities, I.E. Functional Capabilities, Improvement

Capabilities, Diagnostic Capabilities And Meta-Capabilities, Where Improvement And Diagnostic Capabilities Represent Dynamic Capabilities (Collis, 1994, 145). According To Winter (2003), There Are Three Levels Of Capability. Zero-Level Capabilities Or Operational Capabilities, First-Level Capabilities That Modify Or Change Zero-Level Capabilities, Which Are Dynamic Capabilities, And Higher-Level Capabilities That Affect First-Level Capabilities (Inan & Bititci, 2015, 312). Zahra Et Al (2006) Mention Two Types Of Capabilities, I.E. Normal Capabilities And Dynamic Capabilities (Zahra Et Al, 2006, 918). Verreyne And Colleagues (2016) Conceptualize Capabilities In A Three-Level Hierarchy: Operational Capabilities, Low-Level Dynamic Capabilities, And High-Level Capabilities (Verreyne Et Al., 2016, 4288).

Since The Seminal Contribution Of Thies Et Al. (1997), Many Authors Have Provided Their Own Definitions Of Dynamic Capabilities. As Will Be Seen, They Are Adaptations Of Teece's Original Definition: "The Ability To Integrate, Build, And Reconfigure A Firm's Internal And External Competencies To Meet Rapidly Changing Environments" (Teece Et Al. 1997, 516). . Some Of The Explanations Are: Dynamic Capabilities Are Company Processes That Use Company Resources - Especially The Processes Of Integration, Reconfiguration, Acquisition And Release Of Resources - With The Aim Of Adapting Or Even Creating Market Change. Therefore, Dynamic Capabilities Are Organizational Or Strategic Procedures Through Which Companies Deal With New Resource Configurations In Parallel With The Emergence, Collapse, Division, Evolution And Death Of Markets (Eisenhardt And Martin, 2000, 1107).

- "A Dynamic Capability Is A Learned And Stable Pattern Of Collective Activity Through Which The Organization Systematically Creates And Modifies Its Operational Routines With The Aim Of Better Effectiveness" (Zollo And Winter, 2002, 340).
- Dynamic Capabilities Are Capabilities That Are Used To Develop, Modify, Or Create Existing Capabilities (Ambrosini & Bowman, 2009, 32; Winter, 2003, 991).
- They Are The Ability To Reconfigure A Company's Resources And Procedures That Are Considered Appropriate By Senior Decision Makers (Zahra Et Al. 2006, 918).

Recently, Wang And Ahmad (2007, P. 35) Defined Dynamic Capabilities As The Company's Continuous Behavioral Orientation To Integrate, Reconfigure, Modernize And Recreate Its Resources And Capabilities, And More Importantly, Upgrade And Rebuild Its

Core Capabilities In Response. They Have Defined The Changing Environment In Order To Achieve And Maintain A Competitive Advantage.

Listing These Definitions Allows Us To Emphasize That There Is A General Consensus About The Structure Of Dynamic Capabilities. These Definitions Show That, In Most Cases, Dynamic Capabilities Are Organizational Processes And That Their Role Is To Change The Company's Resource Base. Existing Literature Also Suggests That Dynamic Capabilities Are Created Rather Than Purchased From The Market And Are Path-Dependent And Embedded In The Firm.

Narayanan Et Al.(2009) In Their Research Entitled "Creating Organizational And Scientific Bases (Platforms) In The Pharmaceutical Industry: A Process Perspective On The Development Of Dynamic Capabilities" Examined The Process Of Developing Dynamic Capabilities In A Large American Pharmaceutical Company. Through Interviews With Managers Of Different Organizational Levels, The Researchers Developed And Expanded Two Narratives Of The Development Process Of Two Separate Dynamic Capabilities. By Adopting A Process Perspective With Emphasis On The Three Areas Of Cognitive Orientations Of The Main Personnel, Managerial Action And The Internal And External Conditions Of The Company, They Developed Two Dynamic Capabilities Of Rapid Cycle Drug Development And Chemical Biology Programs. Fast Cycle Drug Development Refers To An Organization's Ability To Achieve Organizational Speed Or Reduce (Revive, Simplify) Cycle Time During Development. On The Other Hand, Chemical Biology Programs Are Specific To Drug Discovery. They Aim To Create Biological Response Images By Small Molecules Selected Based On The Structure And Function Of The Biological Target And Are Characterized By The Need For Extensive Collaboration And Knowledge Sharing Between Chemists And Biologists, Which Was A Completely New Approach At That Time. Would Have Been

Prieto Et Al. (2009) In Their Research Entitled "Creating Dynamic Capabilities In Product Development: How Important Are Contextual Predictors?" Using An Input-Process-Output Framework, They Investigated The Impact Of Background Factors On Product Development As A Dynamic Capability. Considering Zahra Et Al.'S (2006) Definition Of Dynamic Capabilities As Processes Of Reconfiguration Of Resources And Operational Capabilities, The Authors Consider Product Development As A Dynamic Capability, The Mechanisms Through Which Companies Create, Integration, Recombination Of Resources

And Capabilities. The Model Presented By The Authors Describes The Dynamic Capability Of Continuous Product Development As A Set Of Knowledge Processes (Creation, Integration And Reconfiguration) And By Choosing A Contextual Perspective On The Importance Of A Range Of Contextual Predictors As Drivers Of Dynamic Capabilities In Product Development Emphasizes. According To The Presented Model, Dynamic Capabilities Are Obtained By Creating A Set Of Systems, Processes And Norms, Including Independence, Performance Management, Support And Trust Resulting From The Characteristics Of The Context And Organizational Context That Have Been Carefully Selected, And Are Related To The Underlying Knowledge Processes Of The Capabilities. Dynamic Allows Flourishing.

Mckelvey And Davidson (2009) In Their Research Entitled "From Resource Base To Dynamic Capabilities: A Survey Of New Companies" Investigated The Impact Of Access To The Resource Base And Its Changes On The Development Of Dynamic Capabilities In New Altasys Companies. The Researchers Developed Their Hypotheses With The View That The Survival Of New Businesses Is Largely Dependent Not On The Company's Resources But On The Company's Dynamic Capabilities, I.E. How To Use Those Resources. The Results Of The Research Showed That Resources And Their Changes Are Important In The Development Of Dynamic Capabilities, But Their Impact On Different Capabilities Is Different. For Example, The Ability To Generate Ideas Is Largely Influenced By The Human Capital Of Employees, Technological Expertise And Other Specific Expertise, And Financial Capital, And Business Training And Improving Resources Related To The Company's Reputation And Reputation And Improving Technological Resources Have A Completely Positive Effect On The Ability To Generate Ideas. Have.

Wang And Ahmad (2007) In Their Research Titled "Dynamic Capabilities: Study And Research Agenda" Clarified The Concept Of Dynamic Capabilities And Identified Three Factors That Reflected The Common Characteristics Of Dynamic Capabilities In Companies, I.E. They Identified Adaptability, Absorptive Capability, And Innovative Capability And Presented An Integrated Model Of The Predictors And Consequences Of Dynamic Capabilities And Showed How These Three Factors Together Provide The Firm's Mechanisms For Linking Internal Resource Advantage To Market-Based Competitive Advantage. Explains.

Jiao Et Al. (2010) In Their Research Entitled "Empirical Study About The Development

Paths Of Dynamic Capabilities: From The Perspective Of Entrepreneurial Orientation And Organizational Learning" Dynamic Capabilities As A Strategic Prerequisite For Creating, Maintaining And Promoting Sustainable Competitiveness In Commented Considering Organizational Learning As A Mediating Variable, This Study Examines The Relationship Between Entrepreneurial Orientation And Dynamic Capabilities And Identifies The Development Paths Of Dynamic Capabilities And The Components Of These Capabilities. The Results Showed That The Dimensions Of Entrepreneurial Orientation Have A Significant Positive Effect On Dynamic Capabilities, While Organizational Learning, Which Has A Significant Positive Effect On Dynamic Capabilities, Plays A Relatively Mediating Role Between The Two. These Findings Show That Companies Can Create Dynamic Capabilities Through Different Levels Of Organizational Learning In The Field Of Innovative And Innovative Space.

## RESEARCH SOCIETY :-

### Objectives And Types Of Pharmaceutical Marketing Depending Upon Demand

Demand state	Pharmaceutical marketing objective	Pharmaceutical marketing type
Negative	Demand formation	Conversional
Absent	Demand stimulation	Stimulation
Potential	Creation of the new medicinal means	Marketing that develops
Decreasing	Demand increase	Remarketing
Uneven	Demand leveling	Sync marketing
Satisfied	Demand support	Supportive
Excessive	Demand decrease	Demarketing
Irrational	Restriction of access to medicines	Counteractive

A Cause Of Mentioned Situation Is Research Elements Neglecting Of The Previous Sale Of Consumer Information. Pharmaceutical Marketing Task Is To Create Demand As A Result Of Analysis Of The Causes Of Negative Demand, The Development Of Tactics And Strategy Of Influence Upon Demand Or Supply, Which Can Project Assortment Improvement Of The Structure Or Medicines Quality, Price Reduction, Searching For New Forms Of Medicines Advancement At A Market (Olenych Et Al., 2013).

*Stimulating Marketing* Is Related To Demand Absence, Condition When Potential Market Does Not Reveal (Or Almost Does Not Reveal) Interest Towards Concrete Proposal. The Reasons Of Absent Demand Can Be Advertising Neglecting, Medicines Competitiveness Research.

Marketing Task – Is To Awake Consumers Activeness Based On Finding Ways Of

Connection Specific Medicinal Qualities With Natural Needs And Interests Of The Human Mbeing (Gromovyk Et Al., 2004; Olenych Et Al., 2011).

*Marketing, That Develops*, Is Related To Medicines Demand That Is At The Stage Of Formation (Hidden Demand). Potential (Hidden) Demand Occurs When Certain Consumers Part Need Real Problem Solving, That Cannot Remain Satisfied With The Medicines And Medical Services That Are Available At The Market. For Example: Nowadays Health Care System Has Unsatisfied Need In Medicines, Which Might Be Efficient In Oncologic Diseases, Strokes And Aids Treatment. Marketing Task – Is To Estimate The Volume Of Potential Market And Create Efficient Medicines And Medical Services, That Really Can Satisfy The Demand (Gromovyk Et Al., 2004; Kanjuka Et Al., 2012; Olenych Et Al., 2012).

*Remarketing* Is Related To Medicines Or Medical Services Decrease Demand Situation For A Particular Period Of Time, As A Result Of Moral Degradation, Not Consideration Sale Stimulation Tools, Advertising Updates, And Competition Factors (Gromovyk Et Al., 2004). Pharmaceutical Marketing Objective – Not Only To Extend Medicine Life Cycle That Is Situated In A Phase Of Demand Lower, As Creation New Life Cycle Of The Medicine. It Might Be Achieved By Advertising The Unknown Or Little Known Consumer Features And Benefits Of This Medicine. For Example, It Was Revealed That Regular Usage Of Aspirin Reduces Risk Of The Stroke By 15 Percents. Besides, For Aspirin's Life Cycle Creation Its Effervescent Medicinal Forms Were Produced, Also Medicinal Forms With Vitamins Additives.

*Sync Marketing* (Irregular Marketing) Related To Uneven Demand, Its Fluctuations:

A) Seasonally (Medicines Against A Cold, Stomach– Intestinal Diseases);

B) Daily (Pharmacies Is More Often Attended On A Week Days, Less – At The Weekend);

B) Hourly (Pharmacies Are Most Often Attended In A Period Of Time From Eight To Eleven In The Morning And From Five To Seven In The Evening Accordingly To Research Data).

As Of Many Medicines Cannot Smooth Demand Fluctuations, The Pharmaceutical Marketing Task Is To Study These Fluctuations And Adjustment For Them (Gromovyk Et Al., 2004; Vasnecova, 2005; Grymak Et Al., 2013).

*Supportive Marketing* Is Related To Satisfied Demand Availability. Marketing Objective –

Is To Maintain Demand, As A Result Of Constant Attention Towards Factors That Can Change The Demand: Change Of The Need (For Instance, Decrease Or Increase Level Of Morbidity); Appearance On The Market Of Similar Drugs And Medical Services Of Other Companies At Lower Prices.

It Is Necessary To Solve A Series Of Tactical Tasks, Which Are Related To Price Policy, Maintaining Desirable Quantity Of Sales, Activity Coordination, And Performance Of Cost Control.

*Demarketing* Is Related To Surplus Of Demand, So Medicines Demand Is Higher Than Its Supply (Producing Opportunities). Pharmaceutical Marketing Objective – Is To Reduce Excessive Demand By Price Raise, Termination Of Sales Stimulation, Advertising Of Analogues Or Substitutes, Etc.

*Counteractive Marketing* Is Related To Irrational (Non Rational) Demand, With Harmfulness In Terms Of Health, Consumer And Society Welfare. For Example: Alcohols Demand, Tobacco, Drugs And Psychotropic Means, Etc. (Gromovyk Et Al., 2004; Bab’jak Et Al., 2012).

The Main Reason Of This Phenomenon Is Lack Of Consumer Behaviour With Regards To Social And Ethical Moral. Marketing Objective – Is To Eliminate Or Redirect Demand Or Significantly Restrict Access To Products Or Change The Terms Of Its Sale. For Example, There Is An Irrational Demand In A Health Care System On Drugs And Psychotropic Medicines That Regulates Through Standardisation Needs Per One Thousand People Of Population And Dispensing Of Medicines From State And Municipal Pharmacies By Prescription Special Forms.

## THE PRACTICAL ASPECT OF RESEARCH

**Table 3. Demographic characteristics of qualitative interviews**

Concepts	Basic coding
Family needs	Internal storage and distribution Order from pharmacies and hospitals Drug buying culture



Concepts	Basic coding
	Tax registration and social insurance.
Personality	Price sensitivity Personal communication
Management characteristics	Pharmaceutical marketing Ethics in marketing Transparent recruitment of healthcare professionals. Audit period
Market and competitive characteristics	Market dynamics Education Traditional marketing channels Digital presence
International cooperation	Brand equity Regulations and rules. International brand extensions Brand quality competition
Customs procedures	Permissions Certificates Quality and safety Storage management Monopolies Fake Penetration of counterfeit drugs Drug pricing
Distribution	Syndicate of Iraq.i pharmacists Medicines

Concepts	Basic coding
	<p>Iraq.i ministry of health</p> <p>Pharmaceutical factories</p> <p>Import</p> <p>Kimadia</p> <p>Marketing</p> <p>Social media</p> <p>Pharmaceutical companies</p> <p>Medical warehouses</p> <p>Non-governmental organizations (ngos)</p> <p>Public health programs</p> <p>Supply chain</p> <p>Manufacturers</p> <p>Hospitals</p>
Moral responsibilities	<p>Prescription drugs</p> <p>Moral responsibility</p> <p>General health</p> <p>Ethical guidelines</p> <p>Regulations</p> <p>Conflict of interest</p> <p>Transparency</p> <p>Disclosure</p> <p>Monitoring of implementation compliance</p>
Concepts	Basic coding
Beliefs and standards	<p>Drug storage and distribution.</p> <p>International standards for storage</p>

Concepts	Basic coding
	Product quality assurance. International standards for warehouses Supervisory and inspection committees
Strategic thinking and organizational perspective	Fighting drug counterfeiting. Medical scientific authentication
Marketing behavior	Social media advertising Awareness brochures.
Educational behavior	Product quality assurance. Monitoring and quality control Follow-up and clinical guidance
Pricing strategies	Drug pricing Hiring professional marketers
Political management strategies	Government policies and regulations Political stability and risk
Marketing mix	Direct purchase customer The desired medicinal product. Wholesale Retail Pharmaceutical product promotion policy. Sales representatives Pharmaceutical product pricing philosophy Demand Physical distribution of pharmaceutical product
Product quality	Advertising

Concepts	Basic coding
	<p>Supervisory and inspection committees</p> <p>Quality assurance supervision.</p> <p>The price of goods.</p> <p>Packing</p> <p>Product origin</p>
Safety	<p>Warranty</p> <p>Service</p> <p>Packing</p> <p>Product quality</p> <p>National center for drug research and control, ministry of health</p> <p>Monitor storage and distribution standards</p> <p>Direct marketing</p> <p>Product monitoring</p> <p>Performance standards</p>
Drug import management	<p>Health needs</p> <p>Quality and reliability</p> <p>Safe use</p> <p>Reliance on imported drugs</p> <p>Domestic production</p> <p>Availability and distribution</p> <p>Specialized drugs</p> <p>Emergency aid</p>
Direct and indirect distribution	<p>Direct distribution.</p> <p>Customer buys a copy</p>

Concepts	Basic coding
	Indirect distribution Random distribution in pharmacies.
Product delivery to hospitals	Sending the product by courier companies. Difficulty in accessing some medicines.  Provide a safe environment
Identification of drug suppliers	Brand architecture Quality control of pharmaceutical products. Safe storage in warehouses
Financial incentive	The posters Focus on medical literature Focus on pharmaceutical advertising Discounts
Free distribution of medicine	Vulnerable populations Essential medicines Financial limitations Social security health insurance Public health initiatives Humanitarian aid organizations Government subsidies
Online drug distribution system	Electronic systems Improving health care Digital solutions Supply chain management Electronic health record (ehr)

Concepts	Basic coding
	Electronic prescribing systems Central medical stores
Social media marketing	Accurate Updated Patients Email marketing Medicines Educational resources Influencer marketing Health care professionals Analysis and measurement
Investment	Foreign direct investment (fdi) Investment friendly policies Health infrastructure Legal framework Technology transfer Research and development (r&d) cooperation. Incentives and support Drug marketing status Job requirements Job evaluation
Concepts	Basic coding
Access to medicines	Insurance coverage Differences in access Limited availability

Concepts	Basic coding
	Imported drugs Reliance on generic drugs
Pharmaceutical marketing opportunities	Generic drugs Competitive advantage Government support Regional market opportunities Production infrastructure Research and development. Market diversity Regulatory complexities Competing with global companies Workplace Brand communication Brand experience
Local production	Quality standards Conformity Market research Promotion of exports Commercial contracts Strategic partnerships Research and development Infrastructure Licensing and approval Cooperation Research and development

Concepts	Basic coding
	Production capabilities Career advancement Job analysis methods
Internal procurement	National drug policy Pharmaceutical infrastructure Regulatory reforms Incentives and support R&d support. Capacity building and training Public and private partnerships Technology transfer and knowledge exchange Domestic procurement policies
Needs assessment and cooperation	Cooperation Needs assessment Educational formats Evidence-based medicine"

**Table 4. Analysis Of the Market Context**

Category	Concepts	Initial code
Market context analysis	Customer analysis	Customer positioning direct purchase customer Prescription purchase customer general supply purchase customer government pharmacies Natural and complementary products common diseases customer targeting Production and manufacturing internal storage and distribution



		<p>Orders from pharmacies and hospitals</p> <p>Prescription filling monitoring and quality control</p> <p>Medication delivery to the patient follow-up and clinical guidance customer segmentation</p> <p>Patients and healthcare beneficiaries. Outpatients and healthcare recipients. Medical facilities.</p> <p>Pharmacies and pharmacists. Government and public healthcare institutions. Private sector and companies.</p> <p>Doctors</p> <p>End consumers.</p>
	<p>industry analysis</p>	<p>Market size and growth</p> <p>Industry trends and drivers competitive analysis supplier and buyer power entry barriers and threats industry lifecycle</p> <p>Key success factors</p> <p>Regulatory and legal environment future outlook and opportunities</p>
	<p>Environmental analysis</p>	<p>Economic situation</p> <p>Government policies and regulations political stability and risk government spending and investment lobbying and advocacy</p> <p>Political parties and elections</p> <p>International relations and trade agreements</p> <p>Public opinion and social issues</p> <p>Risk management and compliance</p>

	Collaborators analysis	Identifying the collaborators understanding their needs planning cooperation's
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**Table 5. Marketing Strategy**

Marketing strategy	Communication management in marketing	Promotion	Types of advertising Electronic advertising Sales representatives Free samples posters
		Brand management	Brand identity brand positioning brand architecture Brand communication brand experience brand equity Brand extensions
		Digital marketing	Website optimization Search engine optimization (seo) pay-per-click (ppc) advertising content marketing Social media marketing email marketing influencer marketing analytics and measurement
	Process management in	Place	Direct sales proper storage good packaging Electronic distribution wholesale Retail
		Products	Product quality new product Moh national center for drug control and research packaging Product origin Iraqi pharmacists syndicate

		Price	Black market  Discounts  Permits  Demand  Competitors
Managem ent Of Marketing Performan ce	Executing Marketing Plans	Advertising and Promotion  Content Marketing	
	Marketing Auditing	External Marketing Audit  Internal Marketing Audit	

## Final Model



## CONCLUSION

Customer analysis is one of the main topics in market analysis. In customer analysis, customers are actually examined. One of the issues that is important in customer analysis is the issue of customer positioning, which shows how customers shop and which pharmacies they use the most, and whether they care more about natural products or prefer synthetic products. One of the issues that is important in customer analysis is that the drug is

delivered to the patient on time and that proper health care is provided. In fact, customers as final consumers have a great influence on the type of marketing and it is these customers who improve the market or cause stagnation in the market.

The second issue is industry analysis. In the industry analysis, the market size and industry trends are considered and what are the obstacles in the improvement of the industry situation and what are the key factors that make the industry achieve its success. Industry analysis makes it possible to categorize future prospects and opportunities for the industry and what characteristics and features this industry has among other industries.

The next issue is environmental analysis. In the environmental analysis of what is happening in Iraq., it is considered what the economic situation is like and what policies and regulations the government has in the field of drug marketing, and in fact, to what extent the government as the first power in the field of drug importation and drug marketing is trying. And on the other hand, what effect can political parties have on drug marketing, because political parties are among the most important issues that cause trends in the marketing situation. But one of the important issues in the field of environment is the relationship that the society has with the world and the contracts that pharmaceutical companies make with other countries, which causes improvement and progress in the field of drug marketing.

Another issue in the process of market analysis is the analysis of colleagues, which has a great impact on competition. Identification of colleagues is one of the analysis of colleagues, which must be identified first, and this identification is effective in the process of competition. In fact, understanding the needs of colleagues makes marketing companies know their competitors better, and this identification makes it possible to identify how to compete with them in a healthy way and to increase the competition in order to improve the health status of the society, which improves the pharmaceutical situation in Iraq..

The marketing strategy in this research includes two main categories, which are communication management in marketing and process management in marketing, which constitute the two main categories of marketing strategy in the field of medicine in Iraq..

Communication management in marketing is one of the main strategies in the field of drug marketing. This strategy has three important categories of promotion, brand management and digital marketing.

Promotion is one of the main concepts in communication management in marketing.

Promotion includes all types of advertising, advertising methods, sales representatives and free poster samples. In promotion, in fact, most of the advertising methods will be examined and how to advertise and consider free posters in the field of marketing.

Brand management is another concept in communication management in marketing. Brand management creates brand communication and improves brand equity, and also examines the brand's position relative to other brands. In brand management, how and with what methods the brand is managed and this issue is important in drug marketing.

Digital marketing is another important concept in communication management in marketing. In digital marketing, websites should be optimized, which is effective in improving the state of digital marketing, and on the other hand, advertising content marketing and social media marketing can be effective in digital marketing. Internet marketing or digital marketing is a type of marketing of products or services that is carried out using digital technologies and mainly on the internet, including mobile phones and other screens such as computers and any other digital media.

The second and other important category is related to location process management, in which three basic and main concepts include product management, price management, and location management. Business process management is a structured approach to improving the processes that organizations use to get work done, serve their customers, and create business value. A business process is an activity or a set of activities that helps to achieve the goals of the organization, such as increasing profits or improving the diversity of the workforce. Business process management uses various methods to improve the business process by analyzing it, modeling how it works in different scenarios, implementing changes, monitoring the new process and continuously improving its ability to drive desired business results and outcomes.

## **RECOMMENDATIONS**

To improve pharmaceutical marketing in Iraq., it is suggested that:

1. market analysis should be done carefully and for market analysis one of its important points, that is, customer analysis, should be done carefully. Reduce as much as possible and identify the needs of customers.

2.similar industries should be carefully examined and the situation of the pharmaceutical industry in Iraq. should be carefully examined and the shortcomings of this industry should be carefully examined.

3.international agreements can have a significant contribution to drug marketing in Iraq., and foreign drugs can improve the health status of the society and on the other hand, create a wide competition among pharmaceutical companies.

4.it is suggested to analyze colleagues carefully. Collaborative analysis makes it possible to identify competitors in this market and extract and implement the best methods and strategies for drug marketing.

5.it is suggested that in the field of drug marketing, promotion should be done carefully, that is, advertising should be done in different and innovative ways, and electronic advertising should also be used, which is of particular importance in promoting drug marketing.

6.it is suggested that the equity value of the brand should be taken into consideration in the pharmaceutical companies, and for this issue, brand management should be done very carefully and modern methods and methods should be used to improve the equity value of the brand.

7.the use of digital marketing can have a great impact on improving the situation of drug marketing in Iraq., because today the internet has a great impact on the process of marketing activities.

8.adequate location for advertising should be considered because this appropriate location makes the best location for drug marketing in marketing strategies.

9.improving the quality of products can improve the process of drug marketing, so it is suggested that the companies that are selected for marketing have products that are of high quality.

10. it is suggested to create a competitive price, which leads customers to marketing.

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