

Vol 3 Issue 3 Dec 2013

Impact Factor : 1.6772 (UIF)

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Flávio de São Pedro Filho
Federal University of Rondonia, Brazil

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Welcome to Review Of Research

RNI MAHMUL/2011/38595

ISSN No.2249-894X

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Horia Patrascu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Delia Serbescu Spiru Haret University, Bucharest, Romania	Ruth Wolf University Walla, Israel
Ecaterina Patrascu Spiru Haret University, Bucharest	Xiaohua Yang University of San Francisco, San Francisco	Jie Hao University of Sydney, Australia
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Catalina Neculai University of Coventry, UK	May Hongmei Gao Kennesaw State University, USA	Loredana Bosca Spiru Haret University, Romania
Anna Maria Constantinovici AL. I. Cuza University, Romania	Marc Fetscherin Rollins College, USA	Ilie Pinte Spiru Haret University, Romania
Romona Mihaila Spiru Haret University, Romania	Liu Chen Beijing Foreign Studies University, China	
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI, TN
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	C. D. Balaji Panimalar Engineering College, Chennai	V.MAHALAKSHMI Dean, Panimalar Engineering College
	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S.KANNAN Ph.D , Annamalai University
	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept.English, Government Postgraduate College , solan

More.....

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.net



RELATIONSHIP MANAGEMENT PRACTICES BETWEEN PHARMACEUTICAL COMPANIES AND MEDICAL PROFESSION: A REVIEW BASED STUDY

JAI PAL SHARMA , RAJWANTI SHARMA AND RASHMI CHHABRA

Associate Professor Head Department of Commerce G.B.D. College, Rohtak
VAKM BAHADURGARH
Assistant Professor Sh L N Hindu College, Rohtak

Abstract:

The paper presents the literature review to throw light on relationship management practices in pharmaceutical industry. The aim of this paper is to provide series of articles from the different journals and the news coverage pieces to explore the issue of the pharmaceutical industry and its influence over doctors and the relationship that exists between the pharmaceutical companies and the medical profession. Raymohiyar redefines the relationship between doctors and Drug Company's. According to him "Twisted together like the snake, and the staff, doctors and drug companies have been entangled in a web of interaction as controversial as they are ubiquitous. The paper also highlights the ethical practices of pharmaceutical sales representatives.

The study show if the industry practices of the pharmaceutical industry are ethical and legal. Specifically the study required to describe the manner on which the pharmaceutical industry defined the ethical practices of their medical representatives; the gray areas in the ethical practices of medical representatives in their relationship with the doctors they deal with; and the existing legislation that would check unethical practices in the pharmaceutical industry. The study paid particular concern to many physicians regarding the promotional activities of the pharmaceutical industry. These can take many forms, including overt advertising and the provision of gifts and perquisites to individual doctors or to their employing institutions. It is important to recognise that although physicians are the targets for advertising and promotional activities of pharmaceutical companies, they are not the consumers of the products. Indeed, physicians act as the agents of consumers, who are their patients, and their relationships with the latter are both guided by ethical considerations and subject to laws governing, amongst other things, the prescribing of drugs.

KEY WORDS:

Pharmaceutical , Medical Profession , Management , literature.

INTRODUCTION

Before the researcher begin to examine the conceptual foundations of CRM, it will be useful to define what is CRM. In the marketing literature the terms customer relationship management and relationship marketing as used interchangeably. As Nevin (1995) points out, these terms have been used to reflect a variety of themes and perspective. Some of these themes offer a narrow functional marketing perspective while others offer a perspective that is broad and somewhat paradigmatic in approach and orientation. A narrow perspective of customer relationship management is database marketing emphasizing the promotional aspects of marketing linked to database efforts (Bickert 1992).

Title: RELATIONSHIP MANAGEMENT PRACTICES BETWEEN PHARMACEUTICAL COMPANIES AND MEDICAL PROFESSION: A REVIEW BASED STUDY Source: Review of Research [2249-894X] JAI PAL SHARMA , RAJWANTI SHARMA AND RASHMI CHHABRA yr:2013 vol:3 iss:3

RELATIONSHIP MANAGEMENT PRACTICES BETWEEN PHARMACEUTICAL COMPANIES.....

Another approach with recent application of information technology is to focus on individual or one to one relationship with customers that integrate database knowledge with a long term customer retention and growth strategy (peppers and rogers 1993). Thus, Shani and chalasani (1992) define relationship marketing as “an integrated effort to identify, maintain and build up a network with individual consumers and to continuously strengthen the network for the mutual benefit of both sides ,through interactive , individualized and value added contacts over a long period of time.

PHARMACETUICAL INDUSTRY

The Pharmaceutical industry in India is among the highly organized sectors. This industry plays an important role in promoting and sustaining development in the field of global medicine. Due to the presence of low cost manufacturing facilities, educated and skilled manpower and cheap labor force among others, the industry is set to scale new heights in the fields of production, development, manufacturing and research. Pharmaceutical manufacturing involves manufacturing of equipments and drugs in healthcare. Any drug development in pharmaceutical is an intensive and costly process. In the field of pharmaceutical, any drug producing company has a commercial license to research, develop, market and distribute drugs which are mostly concerned about healthcare

India currently represents U.S. \$6 billion of the \$550 billion global pharmaceutical industry and its share is increasing at 10 percent a year, compared to 7 percent annual growth for the world market overall. Also while the Indian sector represents just 8 percent of the global industry total by volume, putting it in fourth place worldwide, it accounts for 13 percent by value, and its drug exports have been growing 30 percent annually.

The `organized' sector of Indian Pharmaceuticals industry consists of 250 to 300 companies, with the top 10 firms representing 37% of total Indian pharmaceutical market. However, the total sector is estimated at nearly 20,000 businesses, some of which are extremely small. Around 90 percent of India's demand for medicines is met by local manufacturing. The Indian pharmaceutical market has achieved a tremendous growth and has showed further potential in terms of infrastructure, development and technology.

The Indian pharmaceutical industry's emergence on the global landscape as a strong generics player was due, in no small measure, to the Indian Patents Act, 1970, which allowed only process patents in pharmaceutical products. This was aimed at keeping the cost of medicines at affordable levels by enabling domestic pharmacy players to build technical expertise in reverse engineering of existing medicines by modifying the manufacturing process and, thus, become efficient producers of generic drugs.

Although India shifted to the product patent regime in 2005, the capabilities developed during the past two decades became a competitive advantage for the Indian pharmacy industry in the 1990s, when the rising healthcare costs in many developed countries forced them to seek the cheaper generic drug option. Thus, the Indian pharma industry was able to exploit the enormous generic opportunity that was spawned.

RELATIONSHIP MANAGEMENT IN PHARMACEUTICAL INDUSTRY

The pharmaceutical industry is changing rapidly. Specifically within the pharmaceutical industry, the era of blockbuster drugs is low, with product launches dropping and lots of drug patents expiring. The results are increased competition and margins trending down. This combined effect puts tremendous pressure on sales and marketing teams to drive revenue growth. Pharmaceutical medical representatives get very limited time of doctors and physicians to make every interaction count. This is the only time, they get to interact with and influence them. As with other industries, sales representatives acts as the backbone for the Indian pharmaceutical sector, driving the huge business of drugs and therapies.

Marketing activities in the fields of pharmaceutical and healthcare, involve gifting merchandizing, branding and other freebies; distributions and literatures, flyers, visual aids, and other marketing communication tools are done to strengthen the central message. Training of the field force in pharmaceutical marketing is vital and required to successfully influence the target market segments. Training ensures better body language, vocalization, verbalization, pronunciation, confidence and eye contact. Thereby, the objectives of the pharmaceutical organization are realized.

The trick for successful marketing is ensuring positive word-of-mouth, support from opinion builders in society and conformity pressure in the target prospect group to achieve the desired objectives of the marketer.

Doctor will make a prescribing choice based on parameters such as friendliness of MR, service inputs from the marketer, safety, efficiency, quality, supply and availability of the medicines and other parameters of marketing communication activity.

OBJECTIVES OF THE STUDY

The purpose of the present study can be enumerated as follows:-

1. To explore the issue of the pharmaceutical industry and its influence over doctor and the nature of the relationship that exists between the pharmaceutical companies and the medical profession
2. To suggest guidelines for the ethical practices of medical representatives.

SIGNIFICANCE OF STUDY

The Indian pharmaceutical market is a very fragmented market and does not recognize product patents but as process patent. Hence brand differentiation is very difficult in a market where there are over 50 brands for every molecule. Thus the relationship between the medical representative (the main medium of promotion) and the customer that is doctor is the key driver for sales. Earlier MNC's used to sell on the quality plank but today quality is a table stake condition where even the smallest player is able to meet the highest quality norms

However, the researcher firmly believes that the present study would definitely be of great significance for the concerned pharmaceutical company as most of the suggestion/recommendations will be based on the findings of the critical and scientific analysis of views of doctors and retailers not given due weightage so far.

REVIEW OF LITERATURE

Customer satisfaction has been an important theoretical and practical issue for most marketing practitioners and consumer researchers since the 1970s (Churchill and Surprenant, 1982; Dabholkar et al, 1996; Fournier and Mick, 1999; Jones and Suh, 2000. P 147; and Meuter et al, 2000).

V.I. Mesiura et al (2011) conducted a study on 'Features of Developing CRM – Systems for Pharmaceutical Industry by the example of CDM – optimize Pharma'. This paper deals with characteristic features of pharmaceutical industry. The main feature is impossibility of the direct influence on a buyer. Proceeding from the analysis of these features, they have made a conclusion that classical CRM system cannot be used for the subject area under consideration as they are based on the principles of classical sales cycle. The paper describes main capabilities of CDM optimize pharma CRM system as well as the features which distinguish it from classical CRM system and make it suitable for use in pharmaceutical industry.

Shuvam Chatterjee (2012) surveyed on "Social CRM and its impact on pharmaceutical industry". The content of this study help companies in understanding the customer's experience with the company's product or service which in turn can be translated to enhanced customer satisfaction. This paper tries to analyze the current customer relationship management concepts and set of difficulties that they face. This paper also tries to point out the new possibilities offered by social networking tools and effects of increasing adaptation of vital marketing on the CRM practices.

Hyung – Su Kim, Yount-Gul Kim (2008) suggested a performance measurement framework called a customer relationship management score card to diagnose and assess a firm's CRM practice. The CRM scorecard was developed through a rigorous and stepwise development process collaborated with a number of firms in a variety of industries. During the development process, they conducted an extensive literature review to build a theoretical causal map, in-depth interviews with practitioners to extract a hierarchical map from industrial perspectives, feasibility tests to check whether or not key performance indicator could be measured and Analytic Hierarchy process analysis to prioritize the evaluation factors on the CRM scorecard.

M.L. Aggarwal (2004) describes in his study "Customer Relationship Management and Corporate Renaissance" the concept and mechanics of customer relationship management, he illustrates how CRM help corporate renaissance in hard times; and finally, he recommends a line of action for an effective CRM implementation towards a quicker corporate renaissance. This paper also urges business schools of south Asia to incorporate CRM in their teaching curricula so that the business and academics can continue to stay relevant to each other.

Thomas puschmann, Raines Alt discussed in their article that trends like electronic commerce drive the need for a more customer centric view. Customer relationship management, which is built on an integrated view of the customer across the whole organization, is currently being discussed as an appropriate concept for achieving the concept; a case study undertaken at a pharmaceutical company provides the necessary empirical evidence.

Jose Jarier Levrino (2010) conducted a study on CSR communication in the pharmaceutical Industry". The purpose of this research is to explore how companies within the pharmaceutical industry

manage their CSR strategy and communication. This study proposes a theoretical framework, grounded on theories from experts in the fields of corporate communication and corporate social responsibility (CSR).

Lisa Picarille, 2002 in his study of 'CRM is Rx for Pharmaceutical Company'. CRM is quickly becoming the technology drug of choice to the pharmaceutical industry. Due to the benefits of analytics, the pharmaceutical industry takes advantage of CRM technology about two thirds more than other fields. In fact, 60 percent of drug companies are currently rolling out or already have implemented CRM, contracted with 38 percent of other global companies, according to a recent report by Forester Researcher Inc.

The findings resulted from a survey in which 20 pharmaceuticals companies and 1026 other companies were asked whether they were in the CRM implementation process. Forty percent of pharmaceutical firms reported having a CRM rollout in progress, and 20 percent had already completed an implementation. That compares to 17 percent of other business that reported implementation in progress, and 21 percent with finished implementations, the report said.

E.W.T. Ngai (2006) reviewed the academic literature on customer relationship management (CRM), provide a comprehensive bibliography and propose a method of classifying that literature. A range of online databases were searched to provide a comprehensive listing of journal articles on CRM. Six hundred articles were identified and reviewed for their direct relevance to CRM. Two hundred and five articles were subsequently selected. Each of these articles was further reviewed and classified. The review and classification process was independently verified. All papers were allocated to the main and sub-categories based on the major focus of each paper. Papers and research on CRM falls into five broad categories (CRM- General, Marketing, Sales, Service and Support, and IT and IS) and a further 34 sub-categories. The most popular areas covered by the papers lay in the sub-category of CRM management, planning and strategy; and CRM general, concept, and study followed by papers in software, tools and systems; data mining, knowledge management, and e-commerce.

DISCUSSION

RELATIONSHIP BETWEEN PHARMACEUTICAL COMPANIES AND THE MEDICAL PROFESSION

First an article in the British Medical Journal:

Ray Moynihan. Redefining the relationships between doctors and drug companies.

Twisted together like the snake and the staff, doctors and drug companies have become entangled in a web of interactions as controversial as they are ubiquitous. Studies from several countries show that 80-95% of doctors regularly see drug company representatives despite evidence that their information is overly positive and prescribing habits are less appropriate as a result. Many doctors receive multiple gifts from drug companies every year, and most doctors deny their influence despite considerable evidence to the contrary...

REVIEW OF LITERATURE

Customer satisfaction has been an important theoretical and practical issue for most marketing practitioners and consumer researchers since the 1970s (Churchill and Surprenant, 1982; Dabholkar et al, 1996; Fournier and Mick, 1999; Jones and Suh, 2000. P 147; and Meuter et al, 2000).

V.I. Mesiura et al (2011) conducted a study on 'Features of Developing CRM – Systems for Pharmaceutical Industry by the example of CDM – optimize Pharma'. This paper deals with characteristic features of pharmaceutical industry. The main feature is impossibility of the direct influence on a buyer. Proceeding from the analysis of these features, they have made a conclusion that classical CRM system cannot be used for the subject area under consideration as they are based on the principles of classical sales cycle. The paper describes main capabilities of CDM optimize pharma CRM system as well as the features which distinguish it from classical CRM system and make it suitable for use in pharmaceutical industry.

Shuvam Chatterjee (2012) surveyed on "Social CRM and its impact on pharmaceutical industry". The content of this study help companies in understanding the customer's experience with the company's product or service which in turn can be translated to enhanced customer satisfaction. This paper tries to analyze the current customer relationship management concepts and set of difficulties that they face. This paper also tries to point out the new possibilities offered by social networking tools and effects of increasing adaptation of vital marketing on the CRM practices.

Hyung – Su Kim, Yount-Gul Kim (2008) suggested a performance measurement framework called a customer relationship management score card to diagnose and assess a firm's CRM practice. The CRM scorecard was developed through a rigorous and stepwise development process collaborated with a number of firms in a variety of industries. During the development process, they conducted an extensive

RELATIONSHIP MANAGEMENT PRACTICES BETWEEN PHARMACEUTICAL COMPANIES.....

literature review to build a theoretical causal map, in-depth interviews with practitioners to extract a hierarchical map from industrial perspectives, feasibility tests to check whether or not key performance indicator could be measured and Analytic Hierarchy process analysis to prioritize the evaluation factors on the CRM scorecard.

M.L. Aggarwal (2004) describes in his study "Customer Relationship Management and Corporate Renaissance" the concept and mechanics of customer relationship management, he illustrates how CRM help corporate renaissance in hard times; and finally, he recommends a line of action for an effective CRM implementation towards a quicker corporate renaissance. This paper also urges business schools of south Asia to incorporate CRM in their teaching curricula so that the business and academics can continue to stay relevant to each other.

Thomas puschmann, Raines Alt discussed in their article that trends like electronic commerce drive the need for a more customer centric view. Customer relationship management, which is built on an integrated view of the customer across the whole organization, is currently being discussed as an appropriate concept for achieving the concept; a case study undertaken at a pharmaceutical company provides the necessary empirical evidence.

Jose Jarier Levrino (2010) conducted a study on CSR communication in the pharmaceutical Industry". The purpose of this research is to explore how companies within the pharmaceutical industry manage their CSR strategy and communication. This study proposes a theoretical framework, grounded on theories from experts in the fields of corporate communication and corporate social responsibility (CSR).

Lisa Picarille, 2002 in his study of "CRM is Rx for Pharmaceutical Company". CRM is quickly becoming the technology drug of choice to the pharmaceutical industry. Due to the benefits of analytics, the pharmaceutical industry takes advantage of CRM technology about two thirds more than other fields. In fact, 60 percent of drug companies are currently rolling out or already have implemented CRM, contracted with 38 percent of other global companies, according to a recent report by Forester Researcher Inc.

The findings resulted from a survey in which 20 pharmaceuticals companies and 1026 other companies were asked whether they were in the CRM implementation process. Forty percent of pharmaceutical firms reported having a CRM rollout in progress, and 20 percent had already completed an implementation. That compares to 17 percent of other business that reported implementation in progress, and 21 percent with finished implementations, the report said.

E.W.T. Ngai (2006) reviewed the academic literature on customer relationship management (CRM), provide a comprehensive bibliography and propose a method of classifying that literature. A range of online databases were searched to provide a comprehensive listing of journal articles on CRM. Six hundred articles were identified and reviewed for their direct relevance to CRM. Two hundred and five articles were subsequently selected. Each of these articles was further reviewed and classified. The review and classification process was independently verified. All papers were allocated to the main and sub-categories based on the major focus of each paper. Papers and research on CRM falls into five broad categories (CRM- General, Marketing, Sales, Service and Support, and IT and IS) and a further 34 sub-categories. The most popular areas covered by the papers lay in the sub-category of CRM management, planning and strategy; and CRM general, concept, and study followed by papers in software, tools and systems; data mining, knowledge management, and e-commerce.

DISCUSSION RELATIONSHIP BETWEEN PHARMACEUTICAL COMPANIES AND THE MEDICAL PROFESSION

First an article in the British Medical Journal:

Ray Moynihan. Redefining the relationships between doctors and drug companies.

Twisted together like the snake and the staff, doctors and drug companies have become entangled in a web of interactions as controversial as they are ubiquitous. Studies from several countries show that 80-95% of doctors regularly see drug company representatives despite evidence that their information is overly positive and prescribing habits are less appropriate as a result. Many doctors receive multiple gifts from drug companies every year, and most doctors deny their influence despite considerable evidence to the contrary...

REFERENCES

PERIODICALS

Appleby, Julie. (2001). Sales pitch: Drug firms use sales pitch to push pills. USA Today. [May 16, 2001].

RELATIONSHIP MANAGEMENT PRACTICES BETWEEN PHARMACEUTICAL COMPANIES.....

- B.S.V. Prasad, Indian Pharma Going Global, The ICFAI University Press, 2008.
- Berry & Parsuraman (1991). Marketing Service Competing through Quality, Newyork : Free Press.
- Bickert, Jock (1992). "The Database Revolution", Target Marketing, (May), pp 14-18.
- Bitner (1995). "Building Service Relationship : It's all about Promises". Journal of the Academy of Marketing Sciences, (Fall), pp 246-251.
- Chetley A. (1994) Essentials for Health: ensuring equitable access to drugs. Panos Media Briefing. April, No. 11:11.
- Choudhry NK, Stelfox HT, Detsky AS. (2002) Relationships between authors of clinical practice guidelines and the pharmaceutical industry. Journal of the American Medical Association. Feb 6; 287 (5): 612-7
- Collier J, Fox R. (1993) WHO seeks ways to improve control of drug promotion. The Lancet. 341:1017.
- DeAngelis CD. (2000) Conflict of interest and the public trust. JAMA; 284: 2237 - 2238
- Dr. T Vetrivel (2011), "Customer Relationship Management in Retailing with special reference to fast moving consumer goods in Erode district, Tamilnadu, India "International Journal of Research in Computer Application & Management, Vol No. 1, 2011, Issue No. 2 (April).
- E. W.T Ngai "Customer Relationship Management Research", Marketing Intelligence & planning, Vol 23, No.6, 2006, PP 582-606
- Eleni K. Kevork and Adam P. Vrechopoulos "CRM Literature: Conceptual and Functional insights by Keywords analysis", Marketing Intelligence & Planning, vol 27, No. 1, 2009, PP 48-85.
- Greenpeace. (1997). The Ethical Consumer Guide to Everyday Shopping. Ethical Consumer Research Association.
- Gyshitole, " CRM in banks with special reference to Sarsaswat bank in Thane District", Marketing mastermind Feb-2011
- H. VasanthaKumari, S. Sheela Rani, "Customer perception of services Quality in Retail Banking Sector", Eurpeon Journal of Business and Management, ISSN 2222-1905(Paper NISSN 22222-2839(Online), Vol 3, No 3.
- Haritha Sarange & B.V. Phani, The Indian Pharmaceutical Industry – An overview on cost efficiency using DEA.
- Jagdish sheth, parvatiyar, shainesh,"Customer relationship management emerging concepts, tools and application" Tata Mc Grow –hill publishing company limited-2001
- Jan Mattson, Helge Helmesson "Internet Banking: modelling the e-competance of Customers with a text-analytic CIT approach", International journal of Bank Marketing, vol 23, No. 6, 2006, PP 470-483.
- Jens Berfenfeldt "Customer Relationship Management" (2010) ISSN : 1402-1617 ISRN : LTU – EX – 10/111 – SE. rnal of Bank Marketing, Vol. 23, No. 7, 2005, PP. 527-541
- Jones MA and Suh J. (2000). "Transaction –specific satisfaction and overall satisfaction : An Empirical Analysis, "The Journal of service Marketing, Vol. 14, No. 2, p 147-159.
- Jose Javier Levrino (2010) "CSR communication in the Pharmaceutical Industry".
- Komesaroff PA, Kerridge IH. (2002) Ethical issues concerning the relationships between medical practitioners and the pharmaceutical industry. Eleanor Shaw Ethics Centre for the Study of Medicine.
- Lebowitz, Philip H. (2002). Fraud enforcement of Rx marketing practices.
- Lexchin J. (1993) Interactions between physicians and the pharmaceutical industry: what does the literature say? CMAJ Nov 15; 149(10):1401-7
- Lichstein PR, Turner RC, O'Brien K. (1992) Impact of pharmaceutical company representatives on internal medicine residency programs. Arch Intern Med. 152:1009-1013.
- Lisa Picarille "CRM is Rx for Pharmaceutical Companies" CRM magazine June, 2002 issue.
- M.L. Aggarwal, "Customer Relationship Management and Corporate Renaissance" Journal of Services Research, Volume 3, No.2, (October, 2003 – March, 2004)
- Mark D. Uncles, Grahame R. Dowling, Kathy Hammond, "Customer Loyalty and Customer loyalty Programs", Journal of consumer Marketing, Vol 20, No. 4, 2003, Pp 294-316.
- Martin Schneides "Pharmaceutical Industry legs in CRM". CRM Magazine, Jan 9, 2003.
- Meuter et. al. (2000). "Self-Service Technologies : Understanding Customer Satisfaction with Technology –Based Service Encounter", Journal of Marketing, Vol. 64, No. 3, pp 50-64.
- Minjoon Jun, Zhilim yand, Dae Sookim "Customer perception of Online retailing service quality and their satisfaction", International journal of Quality and Reliability Management, Vol 21, No 8, 2004, PP 817-840
- Morris LA, Banks DB. (1990) New issues in drug advertising and labeling: the five advertising end-runs. Drug Information Journal ;24:639-646.
- Naidu et. al. (1991). "Does Relationship Marketing Pay? An Empirical Investigation of Relationship Marketing Practices in Hospitals" 46 (3), pp 207-218.

RELATIONSHIP MANAGEMENT PRACTICES BETWEEN PHARMACEUTICAL COMPANIES.....

- Nevin John R. (1995). "Relationship Marketing and Distribution Channels", Exploring Fundamental Issues, Journal of the Academy Marketing sciences, (Fall), pp 327-334.
- Nikhil Chandre shil, "Explicating Customer Satisfaction – a survey on private commercial banks", Indian journal of marketing, Vol-41, No.4, Ap-2011
- Nitin Mali, "CRM in banking Industry", Marketing mastermind, Sep-2010
- P Ambiga Devi and Malarvizliv, "Customer's perception of E-Banking: Factor analysis", IUP journal of management research, Vol IX, No.6, Oct-2010.
- Pennie Frow, Louise Young, "Customer Management and CRM: addressing the Dark side", Journal of services Marketing, Vol 25, No.2, 2011, PP 79-89.
- Peppers and Rogers (1993). "The one to one future : Building Relationships one Customer at a Time, New York, NY : Doubleday.
- Philip Shum, Liliana Bove, Seigyoung Auh, "Employee's affective commitment to change: The Key to Successful CRM implementation", European Journal of Marketing, Vol 42, No. 11/12, 2008, PP 1346-1371. Physician's News Digest. [January 2002].
- Prasanta K. Padhy, Suresh Patnaik "Implementation of Right CRM Strategy for Pharmaceutical Industry". <http://ssrn.com/abstract-1526102>.
- Prema C, "A framework for understanding consumer perceived characteristics of internet banking as predictors of its adoption." Indian journal of marketing, Vol-41, No.2, Feb-2011
- Priyanko Guchait, Karthik Namasivanyam and Pui-wa Lei, "Knowledge Management in service encounters: impact on Customer's Satisfaction Evaluations", Journal of Knowledge Management, vol 15, No. 3, 2011, PP 513-527.
- Raechel Johns, Bruce perrott, " The impact of internet banking on business-customer relationships ", international Journal of Bank Marketing, Vol 26, No. 7, 2008, PP 466-482.
- Raicheld 1996. The Loyalty Effect, Boston, MA : Harvard Business School Press.
- Rajshekhhar Co. Favalgi, Charles L. Martin, Robert B. Young, "Marketing research, Market orientation and Customer Relationship Management", A framework and Implication for Service Providers, Journal of services marketing, Vol 20, No. 1, 2006, Pp 12-23.
- Rosenbery anc Czopiel 1984, "A Marketing Approach to Customer Retention", Journal of Consumer Maketing (Spring), pp 45-51.
- Ross, Brian & Scott, David W. (2002). Influencing Doctors: How Pharmaceutical Companies Use Enticement to 'Educate' Physicians. ABC News. [February 12, 2002]
- Serwer Andrew E (1995). "The Competition Heats up in onling Booking", Fortune, June 26.
- Shani and Chalasani (1992). "Exploiting Niches using Relationship Marketing". Journal of Consumer Marketing, 9 (3), pp 33-42.
- Sheth, Jagdish N. and Atul Parvatiyar (1995 b). "The Evolution of Relationship Marketing", Inter National Review, 4(4), pp 397-418.
- Shuvam Chatterjee, "Social CRM and its impact on Pharmaceutical Industry" International Journal of Multi-disciplinary Research, Vol. 2, Issue 1, January 2012, ISSN 2231 5780.
- Sunil Patel, Himaishu Barot, Keyur Darji "Study on Customers perception of planet Health Regail Pharmacy Chainstore at Ahamedbad City" ISSN 2229-3795. Asian Journal of Management Research.
- Tendei Chikweche and Richard Fletcher "Is Customer Relationship Management a useful approach to tapping the market at the BOP?"
- Thomas Pushmann, Rainer Alt "Customer Relationship Management in Pharmaceutical Industry".
- Thuy Vyen H. Nguyen, joseph S . Sherif and Michael Newby, "Strategies for successful CRM implementation", Information management & Computer security, Vol 15, No. 2, 2007, PP 102-115.
- V.I. Mesiura, "Features of Developing CRM- System for pharmaceutical Industry by the example of CDM optimize Pharma" BHTY, 2011, No.2.
- Verma M.S. (2000). "Report of the Working Group on Restructuring and Strengthening Weak Public Sector Banks", RBI, Mumbai.
- Walker, Kaisa & Bruner, Sondi. (2002). Drug company perks sway students. Simon Fraser University Independent Student Newspaper. [January 7, 2002]
- Wazana A. (2000) Physicians and the pharmaceutical industry. Journal of the American Medical Association. ;283:373-380.
- Books
- Anshul Kaushesh, Editor, Pharmaceutical Marketing – Emerging trends, ICFAI University Press, 2006.
- Creswell, J.W. 1994. Research design. Qualitative and quantitative approaches. Thousand Oaks, California: Sage.
- Gibbons RV, Landry FJ, Blouch DL, Jones DL, Williams FK, Lucey CR, Kroenke K. (1995) A comparison of physicians' and patients' attitudes toward pharmaceutical industry gifts. Department of Medicine, Walter

RELATIONSHIP MANAGEMENT PRACTICES BETWEEN PHARMACEUTICAL COMPANIES.....

- Reed Army Medical Center, Washington, DC, USA.
Heermance, Edgar L. (1924). Codes of Ethics: A Handbook. Free Press Printing Co.: Burlington, VT.
International Federation of Pharmaceutical Manufacturers' Associations. (1994) Code of Pharmaceutical Marketing Practices. Geneva
Mazza D, Russell SJ. (2000) Are GPs Using Clinical Practice Guidelines? Royal Australian College of General Practitioners, Victoria.
Philip Kotler and Gary Armstrong, principles of Marketing, Prentice Hall of India Pvt. Ltd., New Delhi, 2005.
Sims, Ronald R. (1994). Ethics and Organizational Decision-Making: A Call for Renewal. Quorum Books: Westport, CT.
Wirth, M. and Daniel Scherer. (2001) Patient's Perception of Doctors' Relationships with Pharmaceutical Companies. University of Adelaide.
World Health Organization. Ethical criteria for medicinal drug promotion. Geneva, 1988:5

Publish Research Article
International Level Multidisciplinary Research Journal
For All Subjects

Dear Sir/Mam,

We invite unpublished research paper.Summary of Research Project,Theses,Books and Books Review of publication,you will be pleased to know that our journals are

Associated and Indexed,India

- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed,USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-413005,Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.net