Chapter 4 - Research Methodology

4.1 Research Methodology

This Study is related to Pharmaceutical Industry and Business Ethics. In this thesis it is tried to introspect the Marketing practices of Pharmaceutical Companies, which are supposed to be Ethical.

So far the methodology of this Research work is concerned, it is mixed one. Considering the Objectives of the Study as well as Hypothesis to be tested, the different scientific tools of Research were used. This chapter throws the light on methodology used to study and investigate the information collected for gaining of new and upgraded knowledge and better appreciation for the issues related to subject matter. The Sources of Primary and Secondary Data & Information related to the subject area, Data Collection Tools, Sampling Technique, Data Analysis Tools are some important subtopics which are dealt below. It is also tried to show here the problems and limitations faced by the Researcher.

4.1.1 Sources of Data and Data Collection Tools:

For Data collection both Primary as well as Secondary sources of data were used.
1. Primary Source:

The first hand primary data for the study was collected from the customarily chosen sample of Pharmaceutical Marketing Professionals (PMPs), popularly known as Medical Representatives or Pharmaceutical Sales Executives of various hierarchy and different experience in years. Primary Data are collected in the form of well Structured Questionnaire and Schedule. The Schedule was presented to PMPs in person as well and Questionnaire sent by electronic mail (e-mail) to some Respondents. It is also necessary to inform here that close observations of Respondents also gave some input and encouraged to prevent from pretended information.

2. Secondary Source:

For collecting information related to the subject matter and study area of present research the published materials of various government and non-government sources were used. This information was used for both data analysis if needed as well and to develop the core texts of the research, which are described in various chapters of this thesis. Number of published Articles of reputed authors of the country and international, Research Magazines, Journals, Electronic-Journals and Edited Books were used to enquire the related information. Books of international and national reputed Authors, Booklets and Publications of Government Agencies had helped to make research work more significant and informative. Various specified internet sites of lots of Pharmaceutical Companies and research oriented sites of different stakes related to Pharmaceutical Industry helped to collect already researched and published data. Some data and information were not available
free of cost and therefore, purchased. Some most important sources of secondary data used are given below:

- Organisation Of Pharmaceutical Producers of India; Peninsula Corporate Park, Peninsula Chambers, Ground Floor, Ganpatrao Kadam Marg, Lower Parel, Mumbai 400 013, INDIA. Website: www.indiaoppi.com
- Department of Health; Ministry of Health and Family Welfare; Government of India; http://mohfw.nic.in
- The Drugs and Cosmetics Act and Rules; Central Drugs Standard Control Organization (CDSCO); http://cdsco.nic.in/html/Drugs&CosmeticAct.pdf
- Ministry of Chemicals and Fertilisers; http://chemicals.nic.in
- National Pharmaceutical Pricing Authority (NPPA); http://nppaindia.nic.in/index1.html
- Corporate Governance Voluntary Guidelines 2009; Ministry of Corporate Affairs; Government of India
- India Brand Equity Foundation (IBEF); www.ibef.org
- The Pharmaceutical Research and Manufacturers of America (PhRMA), www.pharma.org
- Karmayog Corporate Social Responsibility; www.karmayog.org
- Corporate Social Responsibility –Towards a Sustainable Future: A White Paper; KPMG in India; ASSOCHAM
- Business Ethics; A Manual for Managing a Responsible Business Enterprise in Emerging Market Economies; A publication of the Good Governance Program; U.S. Department of Commerce, International Trade Administration, WASHINGTON, D.C.
- INDIAN JOURNAL OF MEDICAL ETHICS; http://www.ijme.in
- http://pharmexec.findpharma.com
- http://www.pharmacoethics.com
- http://www.pharmabiz.com
4.2 Sampling Techniques:

1. Population:

All major Pharmaceutical Companies running their business in India constitutes the Population for the Study.

2. Sampling Design and Sample:

Due to time and budgetary constraints, it was decided to study the working of these Pharmaceutical Companies through their Marketing/ Sales Representatives popularly known as Pharmaceutical Marketing Professionals (PMPs). For the purpose mentioned above we considered a random sample of 150 PMPs almost working for more than 50 different Pharmaceutical Companies operating in India.
4.3 Data Analysis Tools:

To present the findings simple and easy to understand, the data collected are presented in tabular form. Suitable diagrammatic presentation of the distribution of PMPs on the basis of their responses has been done. The different charts like Column, Bar, Line, Pie, XY Scatter, Doughnut, Cylinder, Cones, and Tubes were used to fit accordingly. Frequency and Percentage analysis along with Range were the general analysis tools which were used in the study.