# CONTENTS

<table>
<thead>
<tr>
<th>CH.</th>
<th>TITLE AND SUB-TITLES</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PREFACE</td>
<td>(i)</td>
</tr>
<tr>
<td></td>
<td>ACKNOWLEDGEMENT</td>
<td>(vii)</td>
</tr>
<tr>
<td></td>
<td>CONTENTS</td>
<td>(ix)</td>
</tr>
<tr>
<td></td>
<td>LIST OF TABLES</td>
<td>(xi)</td>
</tr>
<tr>
<td></td>
<td>LIST OF GRAPHS AND CHARTS</td>
<td>(xii)</td>
</tr>
<tr>
<td></td>
<td>ABSTRACT</td>
<td>(xiv)</td>
</tr>
</tbody>
</table>

## I. INTRODUCTION
1.1 Centrality of the Problem 3
1.2 Review of Literature 6
1.3 Rationale of the Research Study 26
1.4 Objectives of the Research study 27
1.5 Research methodology 28

## II HYPOTHESES
2.1 Role of Indian Patent Act 1970 33
2.2 Talent Management 34
2.3 Mushrooming of Pharmaceutical Industries 36
2.4 Intensity of Attrition Problem 38
2.5 Impact of Retention Measures 39
2.6 Role of Doctors as Stakeholders 41
2.7 Hypotheses Framed for the Research Study 43

## III. TALENT MANAGEMENT
3.1 Meaning of Talent Management 47
3.2 Processes of Talent Management 53
3.3 Talent Management Strategy 56

## IV PRESENT SCENARIO OF PHARMACEUTICAL SECTOR
4.1 Pharmaceutical Policy of the Government 81
4.2 Public Sector Pharmaceutical Undertakings 84
4.3 Indian Pharmaceutical Industry 87
4.4 Growth Drivers of Indian Pharmaceutical Industry 98
4.5 Emergence of Indian Pharmaceutical MNCs 100
4.6 Introduction to Elysium Pharmaceutical Ltd. 107

## V. ATTRITION IN INDIA
5.1 Attrition: Conceptual Framework 113
5.2 Causes and Consequences of Attrition 117
5.3 Attrition Scenario in India 125

## VI TALENT RETENTION STRATEGY ADOPTED BY PHARMACEUTICAL SECTOR
6.1 Necessity of Retention of Talent 145
6.2 Problem of Retention in Pharmaceutical Sector 148
6.3 Talent Retention Practices Required 156

## VII FIELD BASED STUDIES
177
7.1 Universe of Field Level Study 179
7.2 Assessment of Performance Based Approach 181
7.3 Measuring Scale Approach 191
Annexure I= Questionnaire 227

VIII SUMMARY, CONCLUSIONS AND SUGGESTIONS 229
8.1 Summary 230
8.2 Conclusions 235
8.3 Suggestions 239
8.3.1 Competition with Foreign and Indian Companies 241
8.3.2 Status of Company Management 244
8.3.3 Decision over Company Prospects 247
8.3.4 Empowerment in Decision Making Process 248
8.3.5 Performance Oriented Approach 251
8.3.6 Group Based Approach 253
8.3.7 Behaviour of Seniors with Employees 260

BIBLIOGRAPHY 262