

Risk Management in the Drug Industry in Iran

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Abstract

Today, the risk is the focus of attention of all organizations, investors and owners of various industries, and even the authorities of countries. Because of its impact and its high importance, it must identify and manage the risks. In the meantime, the drug industry, which is also one of the most important industries, is in a situation where the risk of continuing many of the risk factors and crises continues to worsen. The statistical population of this research includes 104 managers of active pharmaceutical companies in Iran. The results showed that the risk factors were pricing, sanctioning, lack of competitiveness, drug trafficking, lack of criteria for advertising of foreign companies, poor quality and timely non-timely clearance of imported drugs. Many known risk factors It comes from outside the company, and the need for long-term risk management is felt.

Keywords: Risk Management, Drug Industry, pricing, Internal and external factors, Risk factors

Introduction

The drug is one of the most important commercial items for influencing human health, and consequently, the pharmaceutical industry is considered as the most important industry in the world. It can be said that having such an industrial one is one of the criteria for developing countries.(Aghajani, Ghandehari, and Rastmian, 1393).

The drug industry, like many other industries, suffers from the problem of having low-priced market companies, more than 90 percent of which is owned by some real and legal shareholders who can easily grow up for their share of the company and make other shareholders mistaken. Most pharmaceutical companies do not have significant assets, and most of all, having a formulation for the preparation of medicines or the manufacture of certain drugs, which some companies have because of some rents.

On the other hand, the existence of numerous pharmaceutical factories forcing them to give various privileges to the pharmacies reduces their profitability. The factory, regardless of its capacity, is developing and producing pharmaceuticals that are more profitable. Lack of liquidity and lack of government support also reduce the price and quantity of drugs. The pricing debate, which seems to be the intervention prices, has led to fragility in the drug industry in Iran. The price pressure that has always been in the consumer interest has greatly increased the price gap with global medicines. Other problems, such as the scale of Iranian companies, which is very low. This principle is one of the clear issues of economics that, with increasing scales, the cost per capita of manufactured goods decreases. But our pharmaceutical industry seems to be far from this fact, and so many factors and other problems that pose drug risks, and due to the importance of this industry in our country, the need to manage them cannot be concealed (Fatemi Moghadam, 1394). For this reason, the country's pharmaceutical industry has been identified first and foremost, the challenges faced by this industry are identified, and the necessary framework for addressing these barriers and challenges is provided.

Hence, there are a number of factors, such as the small size of pharmaceutical companies, exchange rates, research and development, transportation, drug trafficking, quality and the like, which has always threatened the country's pharmaceutical industry and Risk and put out the path of excellence and have narrowed the field to the country's industry. (Aghajani and others, 2014)

Given what has been said, it seeks to answer the question of how we can use different strategies to solve the risk and properly manage those stages of growth, development, and excellence more than the country's pharmaceutical industry, and at the same time Aligned or even superior to the pharmaceutical industry of rival countries?

Meanwhile, the characteristics of the drug industry and the importance of proper access to safe and effective drugs by patients are also important as an effective component of health and in the pharmaceutical industry.

But factors such as increased competition, changing market conditions (inflation) Increasing transportation costs, economic sanctions, research and development, and so on, are one of the factors that lead to a risk in our country's pharmaceutical industry. Because of the profitability of the pharmaceutical industry, this industry can replace oil, gas And petrochemicals like a country like Switzerland, which bases its development strategy on medicine, or a country Like

Japan, the creation of national drug sales is so high that 10 percent of the gross national product produced in this country is from the place of sale of medicine. If we look at the pharmaceutical industry as a strategic industry, it can bring good prospects for the national economy and also replace the crude oil, oil and gas supplies and ensure the future of the country in this regard.(Aghajani et al., 1393)

Based on this, the research seeks to identify the risk factors of the drug using the management model Risk will be addressed to them by using appropriate and applicable methods and effective risk management, possibly the stages of growth, progress, and profitability of the country's pharmaceutical industry.

The main hypothesis

Many factors in the country raise the risk of drug production.

Hypotheses

1. Drug-drug is one of the risk factors in the country's pharmaceutical industry.
2. Drug quality is one of the risk factors in the country's drug production industry.
3. Drug pricing is one of the risk factors in the country's pharmaceutical industry.
4. The lack of competitiveness in the pharmaceutical industry is one of the risk factors in the country's pharmaceutical industry.
5. Drug trafficking is one of the risk factors in the country's pharmaceutical industry.
6. Lack of criteria for promoting foreign countries is one of the risk factors in the country's pharmaceutical industry.
7. Non-timely clearance of imported drugs in the customs is one of the risk factors in the country's pharmaceutical industry.

Methodology of the research

The aim of the methodology is that researchers determine method or methods which able them to reach more accurate and easier possible answers. The methodology depends on the purpose and nature of the subject, as well as facilities and resources (Naderi, 2000).

Various classifications of the methodology have been done by experts. Two of these classifications are classification based on the objective, and the classification based on the method. The present study is applied research according to the goal because the findings of this study can be used to resolve implementation issues (Khaki, 1996). In addition, this study is a descriptive-surveying. The statistical population of this research includes 104 managers of active pharmaceutical companies in Iran, and the method of sampling was randomizing. One of the most important stages of the research is collecting data, so the data collection methods in this study are as follows:

Library studies:: second-hand data are obtained through this study, which is investigated before the start of the study by researchers. These data sources include data on past documents, official statistics, unofficial statistics and organizational documents. For gathering data and theoretical literature related to this research's topic, library study was used (English and Persian books and articles, theses, and websites).

Field studies: Another method used in this study, was survey method by using a questionnaire. Since the questionnaire is a common research tool and is a method for obtaining data; the researcher uses the questionnaire to obtain facts about the past, present and predicting future events. The questionnaire of current research consists of two main parts. The first part is related to the demographic characteristics of the samples, and the second part is the main questions of the research to evaluate the variables. Demographic characteristics, including gender, age, education, work experience and related indicators. Therefore, the questionnaire survey was conducted within 2 months through electronic ways. The validity of the questionnaire has great importance in this type of research. Thus, content validity and factor validity of the data-collection tool was investigated.

Inferential Statistics are used to deduction about greater society characteristics from sample data. Nevertheless, researchers sometimes used to describe just the characteristics of samples, most of the time we need to understand what

our statistical sample represents about its statistical society (Safari Shali, 2012). Therefore, inferential statistics were used to analyze data in current research.

Moreover, inferential analysis analyzes data; it analyzes the hypotheses of the research by using the Kolmogorov-Smirnov, one-sample T, and so on.

Research findings and Suggestions

The research began with the importance of the role of medicine in securing human health and, consequently, the importance of the pharmaceutical industry. Industrial That Can Stand The footprints of industries such as oil, gas, and petrochemicals are always faced with ups and downs and are always in contradiction with such factors. Over time, the number of pharmaceutical companies has increased, and their progress has been increasing, but there are still some factors in the growth and development of this industry that need to be identified and explained. The risk factors and lack of attention to those who have pushed back the country's pharmaceutical industry to our foreign counterparts. In identifying these factors, risk management has emerged as a new element but with the rapid growth in today's world, which needs to be felt tightly in any organization and industry, and of course, the pharmaceutical industry is no exception. is not.

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Then, the theoretical basis of the research was presented. The history of pharmacy, its significance, risk factors in the pharmaceutical industry and its implications, as well as the concept of risk, risk management and types of risks, various internal and external investigations, each of which was categorized into risk categories, risk factors, And managed them from a certain point of view.

The statistical methods used to achieve the purpose of this study, including the questionnaire's reliability test (double test) Ratio (and Crombach's alpha method for determining validity). Finally, analyzing statistical data using various methods and tests, including Friedman for ranking and T-student for the study of hypotheses were considered. Accordingly, the results of this study are as follows. Trafficking in drugs is one of the risk factors in the pharmaceutical industry.

Quality is one of the risk factors in the pharmaceutical industry. The pricing system is one of the risk factors in the pharmaceutical industry. The lack of competitiveness in the pharmaceutical industry has created a risk factor for the pharmaceutical industry. Sanctions are one of the risk factors in the pharmaceutical industry. Lack of criteria for promoting foreign countries is one of the risk factors in the pharmaceutical industry. Timely unauthorized timely delivery of drugs in the customs also raises the risk situation in the country's pharmaceutical industry.

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