

# A Study on Utility of ICT Tools and Commercial Aspect in Pharmaceutical Industry

**Dr. Vijaya Jacqueline**

Assistant Professor, Department of Commerce  
Nirmala Memorial Foundation College of Commerce and Science

**Abstract:** *Computerized stage has been spread in practically every one of the circles of business and ventures. Perceiving the advantages, the utilization of digitalisation has been empowered bounteously by the business people in their endeavors and strategic approaches. Knowing the promising fate of digitalisation, Administration of India has additionally started 'Computerized India' crusading. In such situation, no industry has left immaculate structure digitalization.*

*Drug organizations which work in a very controlled climate with various special and advertising limitations; additionally jumped into web selling. Nonetheless, Pharma organizations dissimilar to of others manage the items related with individuals' wellbeing, illness and all in all their endurance. Selling drug items fall under the sharp carefulness of regulative body. This is the motivation behind why drug business isn't broadly advanced through internet based channels; as individuals are as yet powerless towards the legitimacy of medical care items bought on the web. Notwithstanding, the idea of e-drug store accompanies a few benefits like the comfort of conveyance, online record of e-solution, merchandise exchange and input instrument and so on. This paper targets breaking down sees and counter perspectives on the act of digitalisation in medical care business to decide how digitalisation is fruitful for drug industry.*

**Keywords:** Digital tools, Commercialisation, Pharmaceutical industry, e-pharmacy, Digital India

## REFERENCES

- [1]. <http://searchcio.techtarget.com/definition/DIGITALISATION-information-and-communications-technology-or-technologies>
- [2]. [www.cubex.co.in](http://www.cubex.co.in)
- [3]. Kapupara P. & Shah K., Digital Pharmaceutical Marketing : A Review, research journal on Pharmaceuticals & technology, vol. 9, 2015, pg no. 1.
- [4]. Byrnes M., How Digital is shaping the future of Pharmaceutical Marketing, Manhattan research, Digital Health trends, & epharma marketing strategies resource guide, 2009
- [5]. Chaturvedi A. & Kumar A., Online pharmacy : An E-strategy for Medication, International Journal of Pharmaceutical Frontier research, 2015
- [6]. Priyanka VP et al., E-pharmacy Regulation in India : Bringing New Dimension to Pharma Sector, Pharmaceutical regulatory Affairs, 2016
- [7]. Radu A., et al, Online instruments used in Pharmaceutical Marketing, Farmacia, Vol. 65, 2017.
- [8]. Sweet M., Pharmaceutical marketing and the Internet. Australian Prescriber, 2009.
- [9]. Goundrey-Smith S., Information Technology in Pharmacy: An Integrated Approach. London, Springer Publishing, 2013.
- [10]. Dobrescu A.I., Stoica I., Orzan M., User satisfaction regarding healthcare education services financed through the European Social Fund. Journal of Economic Computation and Economic Cybernetics Studies and Research, 2017; in press.
- [11]. [www.ibef.org/industry/pharmaceutical-india.aspx](http://www.ibef.org/industry/pharmaceutical-india.aspx)