

Study of Role of Digital Media in Pharmaceutical Sector

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Abstract: *Digital media has been spread in almost all the spheres of business & industries. Recognizing the benefits, the usage of digitalisation has been encouraged abundantly by the entrepreneurs in their ventures & business practices. Knowing the promising future of digitalisation, Government of India has also initiated 'Digital India' campaigning. In such scenario, no industry has left untouched from digitalization. Pharmaceutical companies which operate in an extremely regulated environment with a number of promotional & marketing constraints; also dived into web selling. However, Pharma companies unlike of others deal with the products associated with people's health, ailment and on the whole their survival. Selling pharmaceutical products fall under the keen vigilance of legislative body. This is the reason why pharmaceutical business is not extensively promoted through online channels; as people are still susceptible towards the authenticity of healthcare products purchased online. However, the concept of e-pharmacy comes with several advantages such as the convenience of delivery, online record of e-prescription, return policy & feedback mechanism etc. This paper aims at analyzing views & counter views on the practice of digitalisation in healthcare business so as to determine how digitalisation is successful for pharmaceutical industry.*

Keywords: Digital media, Pharmaceutical industry, e-pharmacy, Digital India, success.

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