

Research on Employee Retention Practices in the Pharmaceutical Industry

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Abstract: *Indian pharmaceuticals dominate generic medication globally. Sector potential and constraints are unique. It can mass-produce premium branded generics that meet global quality requirements by designing high-quality formulations. Realizing branded generics could be mass-produced drove this success. Its founders spent much in R&D and infrastructure. Many small and medium-sized firms fracture the industry. The research covers Indian and pharmaceutical sector employee turnover issues. Pharmaceutical talent management and staff retention awareness is also promoted. Staff turnover is higher in Indian pharmaceutical industries. Each industrial unit has its own recruiting, training, and capacity-building standards. Income is connected to work performance too.*

Entry-level personnel retain highly qualified experts despite all protections; the causes and effects are kept hidden for company gain. Analyzing the attrition issue's impact requires primary data. The researcher's original data and secondary sources were carefully examined. Large medical representative networks encourage drug sales. The majority are field laborers. Management and field answers provide most suggestions for reducing employee turnover. Chennai hosted January 2022 research. Basic data was acquired through Google forms.

Keywords: Employee Retention, Pharmaceutical Industry, Retention Practices

I. INTRODUCTION

Globalization has helped young people acquire positions in their chosen firms, lowering high-skilled unemployment. Indian youth have contributed to the world economy. Businesses operate locally and abroad. Talent retention has suffered from profession switching and specialization. Young professionals may migrate to higher-paying organizations after working at a recognized company. This selection considers young professionals' potential in their current company and job offers. The labor market has changed due to liberalization, gradual decontrol, opening numerous industries to other regimes, and technological advances. With so many job paths, customers want more from professionals. Despite competing wage levels, many employees in companies aren't noticed. Despite IT and industrial rivalry, corporate growth has grown. Outsourcing makes India a global IT player.

In India, outsourcing occurs. Corporate agencies' skilled teams complete assignments on time and to the agency's satisfaction. In today's competitive business world, it's difficult to retain employees since more firms value them. Human capital is increasingly considered crucial to an organization's success in a knowledge-based society. Highly qualified staff may outperform expectations, making them a company's greatest asset. People management is now termed human resource management because of its importance to a company. Human resource managers are rare, yet worker retention assures policy compliance and minimal turnover, which is crucial for company success. Despite being the most important corporate role, HR is understaffed. Since a company's success relies on its top people finding innovative methods to stand out, rivalry and peak performance are unavoidable.

Human resources are increasingly important to modern organizations. When the unemployment rate dips below six percent in competitive locations, businesses have trouble maintaining top talent. Businesses must recruit and retain competent workers due to changing labor market demographics, a smaller pool of eligible applicants, and decreased employee loyalty. Companies operate differently due to globalization and liberalization. Previously, talent retention was less critical. Employees used to work hard, support management, and sacrifice everything for the company's success.

Liberalization and globalization altered expectations. Their efforts gained them lifelong employment, family housing, great growth opportunities, and regular income increases. Environment changes have greatly affected placement and recruitment.

Talent Retention Strategies - Pharmaceutical Sector

As a company's "heart and soul" staff must be carefully selected and put, requiring competence. These systems boost company efficiency and assist management strategies. A savvy management team wants to maintain exceptional workers. These honest and ethical workers will help the business grow. Hard work and honesty may pay off in business. Employers offer all necessary facilities and demand productivity. Sloppy or uninspired personnel lower production, sales, and expenditures. Unfortunately, unpleasant and incorrect personnel may hurt consumers. A terrible employee-customer experience damages the company instantly.

Strangely, most firms ignore challenges like these because they lack resources or maturity to confront them. These circumstances halt manufacturing and diminish sales. Customers are depressed, hurting company. Every company requires capable leaders who can take over fast. The approach should be simple and enjoyable. Workplace efficiency rises instantaneously when a person joins the primary activity. Companies should emphasize employee requirements above consumer requests while delivering customer care. Putting employees' needs before customers' is an honest approach to corporate success since a happy workforce treats every client with care and never lets a customer complain.

Confidence in individuals and respect for their talents may improve work environments and expedite processes. Satisfied, attentive employees and good working environment may lead to retention.

The problem of retention in the pharmaceutical sector

The Indian Patent Act of 1970, which made it simpler for Indian businesses to start operations in the nation, has helped this sector grow since it was enacted in 1970. Even though it faces intense competition and has a significant attrition issue, the Indian pharmaceutical industry is growing quickly in terms of both turnover and output. The global market helps to propel the industry forward, but it is critical to assess the issue of talented individuals departing at a startlingly high pace as soon as feasible. The pharmaceutical units are facing a significant issue that is impeding their regular operations. The only way to preserve a sustainable environment is to lessen the intensity of this problem. The degree and nature of the variables that contributed to the current state of affairs in the pharmaceutical industry are examined.

Features of Retention of Employees

Pharmaceutical companies struggle to retain talented workers owing to globalization and the economics. Indian pharmaceutical enterprises have a 35 percent attrition rate, compared to 8 to 10 percent internationally. Indian pharmaceutical businesses usually operate this way. Strong-retention organizations prioritize a distinctive and innovative culture to keep employees focused on the company's goals and vision. Every company faces the difficulty of staff retention, which requires sector-specific solutions. Besides these aspects, pharmacies work on development, choice, balance, care, and retention. An employee culture of choice involves choosing how tasks are done, the advantages of employment, and the performance assessment framework. In multispecialty organizations, employees may pick their department and perform their obligations to management's satisfaction. If the management approves, employees will explore fresh solutions when presented with such obstacles.

Structural Components of Theory

Overall, "talent" refers to a person's skills, aptitudes, or creativity in a certain field. This also includes people who have effectively implemented change and transformation inside the organization or who have great potential but lack experience or competence. Beyond recruiting great candidates, talent management has additional goals. It involves finding talent, hiring talented people, improving their skills, keeping bright people, and creating progression opportunities to ensure talent is constantly accessible. It incorporates talent management into all employee efforts as a business strategy. People management entails predicting future manpower demands, creating a brand to attract top applicants, and ensuring new hires are productive right immediately. Talent management aims to increase worker productivity by improving talent acquisition, retention, and use. Talent management, which focuses on future

performance, focuses on potential. Other synonyms include workforce management, employee relationship management, and human resource management. The ultimate goal is to cultivate and retain a talented, devoted, interested, and engaged talent pool. Talent management policies focus on staff redeploying, employee retention, and employee development.

II. REVIEW OF LITERATURE

Peter Bassett et al. (2009)

investigated how the Indian Union Commerce Ministry is helping the industry satisfy global medical demand by increasing production and productivity. Under the Drug Price Control Order, the Ministry of Health permitted 663 new formulations, boosting pharmaceutical industry capacity by 11% and sales to US\$13 billion in 2007–08. US pharmaceutical exports, notably generics, have surged due to branded product patents. Some well-known product trademarks in developed countries may lose patent protection in the coming years. Between 2007 and 2008, \$40 billion in US and \$25 billion in European pharmaceuticals lost their patents. Indian pharmaceutical businesses have greater space to expand their generic drug market share.

patent protection under the 2005 WTO Agreement on commerce-related intellectual property issues. These advantages have made India the top outsourcing destination for pharmaceutical businesses. Thus, Indian pharmaceutical companies must boost their human and financial resources to seize chances. Before the existing patent standards, India only protected process patents. Indian pharmaceutical businesses may make functionally equivalent drugs without duplicating brands by changing their manufacturing. Because the Indian home market is so enormous and ready, Indian businesses may earn big profits selling cheaper generic versions of brand-name pharmaceuticals.

Collings and Mellahi (2009)

Despite the fact that talent management is gaining popularity and has been the focus of talk and excitement for over ten years, the idea is still not fully understood. There is a startling lack of clarity on the premise, the scope, and the ultimate objectives of talent management. The depressingly low level of advancement in the area of talent management compounds the dire state of the literature on the subject. The issue of talent management interests a broad range of stakeholders, in addition to scholars and human resources professionals. It has been suggested that companies thinking about putting in place a talent management system should create an organizational development plan using talent management as a tool for enhancement.

This is in line with the recommendation that was made before. Since the advancement of the organization is the most important concern, talent management that may lead to the organization's future possibilities may be the greatest talent management. The organization's financial success is the main priority, and talent management that can help with that might be the ideal kind.

Gregory Smith (2010)

Talked about an elderly population approaching retirement and a young workforce with new job ideas. Due to these circumstances, more individuals are retiring. Personnel management is HR executives' biggest challenge. One of these firms investigated employee turnover's main causes and developed new methods. To do this, they created an emergency leader curriculum, educated managers, and improved their employee appreciation program. Staff and supervisors showed exceptional knowledge, retaining their best personnel. The HR Department was pleased with recent advances. We must consider the long-term health of the firm and the significant expenses of excessive staff turnover, such as recruiting and integrating new hires into the workplace culture. This showed that reliable personnel who understand the corporate culture are essential to its success and that creative staff retention methods may engage employees.

Need for Research

The conventional company model includes organization, money, labor, land, and entrepreneurship. Land rent, labor expenditures for salaries, capital interest, the corporate group's reputation for organization, and entrepreneurial profit were the returns on investment. Talent management overlooks everything else and focuses on revenue-generating employees, or corporate human resources. These workers are compensated. Every worker in this field has several

duties. Assignments define how employees are organised in an organization. In this instance, personnel management is most crucial since corporate management and workers may hire or fire employees. Each company organization now deliberately selects and trains employees to concentrate on results. This applies to all commercial partnerships. Even in competitive markets, employees are recruited and paid well, yet hiring and relocating are constants.

III. RESEARCH OBJECTIVES

The purpose of this study are :

- To investigate the factors that contribute to employee turnover in the Indian context generally and in the pharmaceutical industry.
- To outline a deeper understanding of the strategies that are used for talent management and employee retention in the pharmaceutical industry.

IV. RESEARCH METHODOLOGY

The pharmaceutical industry in India has the greatest incidence of employee turnover. Every industrial unit in the sector uses a unique set of standards and procedures to choose personnel, provide training, and carry out other capacity-building activities. Job success is also associated with significant financial advantages, such as income and other benefits. Despite all necessary precautions, entry-level employees continue to retain highly skilled professionals; the causes and effects of this phenomenon are kept under wraps to the profit of the firms. This made it necessary to collect primary data in order to conduct in-depth analysis on the subject and evaluate the implications of the attrition issue.

The primary data that the researcher gathered, organized, and assessed on their own has been carefully reviewed, and the secondary sources of information that the study used have been properly cited. The pharmaceutical sector is supported by a large medical representative network, whereby each representative is tasked with advancing sales of their company's medicines in the marketplace. The majority of people are front-line laborers in the field. The management of the firms and the field replies from the respondents form the basis of most of the advice for lowering the rate of employee turnover. The research was done in Chennai City in January 2022. There is an empirical focus on "employee retention" in Talent Management Strategies in the Pharmaceutical Industry, where 150 sample answers are obtained using a simple sampling process. Google forms were used to collect the basic info.

V. DISCUSSION

Indian pharmaceutical businesses could only develop medications identical to branded ones by modifying their production processes and paying royalties. It hurt things. India has a vast and ready domestic market, thus Indian enterprises may make big profits selling low-cost generic versions of brand-name drugs inside the nation. Top Indian pharmaceutical businesses have ventured internationally. They provide generic versions of their drugs to countries across the globe, especially those in need of economic development, and have subsidiaries. The pharmaceutical sector is rising in quantity and productivity, but patients must be protected against poor drugs that cause a variety of health problems. Illegible medications from physicians injure around one million Europeans.

Medical shops must provide these people other medications, which endangers their health. Despite the severity of the situation in India, no doctor or drugstore has been penalised for their negligence. Despite investing heavily in drug development, no pharmaceutical company has closed due to patient adverse effects from substandard or defective drugs. Research and development are delicate matters that cannot be settled until a commercial organization applies for a patent. A growing number of companies are looking for ways to measure the return on their staff investment. To meet demand, firms must innovate constantly as new goods and ideas have a limited lifespan.

Technology has made knowledge more accessible and accelerated business. The Indian pharmaceutical industry is growing and ready for change.

VI. CONCLUSION

Companies recognize that having the finest employees is essential in today's complicated and hypercompetitive global market. To get the greatest results, firms hire, develop, and retain exceptional personnel and manage them as resources. Most organizations have adequate workers, but others lack top- and middle-level leadership. Talent is becoming more

valuable, thus it must be managed effectively to achieve organizational goals. The personnel department used to manage talent. Organizational activities like HRM have grown in recent years. Over one-third of income goes to wages and benefits, which boosts talent management. New products are easy to copy, and cheaper prices encourage competitors to launch them rapidly.

A prosperous industry always has someone willing to accept new technologies, but building a high-quality, engaged staff is difficult. A company's competitive advantage is its ability to attract, retain, deploy, and engage all employees. This allows the corporation to continue in the market and bring diversity without worry, but talent must be protected to compete. Developing talent into strategic corporate objectives is key to management success. This is a hidden business issue till skilled talent is accessible. For generics, the government monopolized medication production and charged excessive prices.

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