

عنوان مقاله:

Analysis of pioneering elements of Drug industry

محل انتشار:

سومین کنفرانس بین المللی مدیریت و صنعت (سال: 1401)

تعداد صفحات اصل مقاله: 8

نویسنده:

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خلاصه مقاله:

The importance of treatment and related industries such as the pharmaceutical industry has become a strategic industry in recent years. The competitive environment that has grown in recent years among this industry has made the development and leadership in this industry a major concern among policymakers. Accordingly, the purpose of this study is to identify and analyze the leading factors of the pharmaceutical industry. The present study is in the field of descriptive studies with an exploratory approach. This study based on conceptual paper and The data collection approach classifies this study in the field of library studies. The data collection approach classifies this study in the field of library studies. The studies led to the identification of ۴ articles focusing on the leading factors in the pharmaceutical industry, which were used to identify and analyze the main influencing factors. The findings of this study showed that the application of emerging technologies, extraction technologies and emerging biomolecules, development of biomaterials and biological products and design of biological processes are four general categories of leading factors and components in the pharmaceutical industry. This study suggests that in formulating the competitive strategies of companies active in the pharmaceutical industry, special attention should be paid to the four main identified areas and its different aspects should be widely used and exploited by managers.

کلمات کلیدی:

Drug industry, Pioneering elements, Pioneering

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