

عنوان مقاله:

The Challenges of Iran's Pharmaceutical Export: A Qualitative Content Analysis

محل انتشار:

فصلنامه سیاستگذاری، مدیریت و اقتصاد سلامت مبتنی بر شواهد، دوره 6، شماره 3 (سال: 1401)

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خلاصه مقاله:

Background: Development of non-oil exports, including pharmaceutical products is one of the most important economic development strategies. This study aims to explain challenges of pharmaceutical export in Iran by using the sources and content of online media news. Methods: This was a qualitative study which analyzed the content of general and specialized online media news in Iran (conventional approach) from January ۲۰, ۲۰۱۷ to January ۲۰, ۲۰۲۰. Data sources were selected using the purposive sampling method. Then, the eligible news was determined by quota sampling method and was inductively analyzed in MAXQDA۱۰. Results: The identified challenges were divided into five main categories including the domestic market of medicines, pharmaceutical manufacturing, financing, marketing and diplomacy. The most important challenges were related to financing and marketing. Conclusion: Iran's position regarding worldwide export of drugs is not satisfactory. The target markets for drug exports should be developed using a national economic program and appropriate diplomacy, in addition to improving the quality of drug production

کلمات کلیدی:

Challenge, Export, Pharmaceutical, Media analysis, Iran

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