

INVESTIGATION ON THE COMPETITIVENESS IN THE PHARMACEUTICAL INDUSTRY FOCUSING ON THE ROLE OF THE HOSPITAL MARKET

Summary

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This PhD thesis deals with the competitive factors in the pharmaceutical industry and investigates the role of the hospital market from a marketing point of view. It assumes that customer relationships play an important role for competitiveness of the pharmaceutical companies. Since the customer relationships are highly affected by the buying behaviour of customers, the thesis investigates the drug purchase of hospitals as particular organizational buyers.

Chapter 1 introduces the importance of the research topic, the goals of the research and the different topics to be discussed. Chapter 2 gives a concise description about the actual trends in the global and in the Hungarian pharmaceutical markets. Chapter 3 describes the competitive factors in the pharmaceutical industry using the theoretical models of Porter and emphasizes the role of relationship marketing for competitiveness on company level. Chapter 4 analyses hospitals as a special segment of the pharmaceutical market, then in Chapter 5 the models of the organizational buying behaviour are discussed. Chapter 7 reports the survey conducted on the Hungarian hospital market, the hypotheses, the results and the conclusions. Chapter 8 summarizes the whole research and points out which questions are still open and where future research should focus on.

The thesis contains important findings for some determining factors like product specific factors (heterogeneity of drugs), the method of drug purchase (public procurement, formulary management), hospital specific factors (size, speciality, etc.) and personal factors (participants of the buying centre) concerning the competitiveness in the pharmaceutical industry focusing on the hospital market.

The results have confirmed author's expectations, namely that analysing the hospital market in a marketing approach delivers important additional information to factors of competitive advantage in the pharmaceutical industry, and improving the customer relationship is a determining factor of companies' competitiveness.