

Evaluation of Motivational Techniques on the Employees of Indian Pharmaceutical Industry with special reference to Punjab

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ABSTRACT

The Indian Pharmaceutical industry assumes a basic part in fortifying the financial advance. Because of the quickly developing of the pharmaceutical division, the request of medication is for the most part satisfied by the neighborhood industry. As indicated by the Organization of Pharmaceutical Producers of India (OPPI), the Indian pharmaceutical industry is outstandingly partitioned and is surveyed to have in excess of 10,000 gathering units. The made units speak to just 5 percent with around 300 players, while 95 percent of the units are in disorderly division. An extensive number of players of the last are little and medium endeavors and this area contributed 35 percent of the industry's turnover. The present investigation of motivational techniques on the employees of Indian pharmaceutical industry with special reference to Punjab and its effectiveness.

1. Introduction

The Indian Pharmaceutical market is the thirteenth driving as esteem, third driving as volume. In India, the significant Pharmaceutical Hubs are in Bangalore, Hyderabad, Ahmadabad and Mumbai. India is the biggest supplier of nonexclusive medications which incorporates 20% of worldwide fares. Indian Pharma industry is exceptionally inconsistent. The government of India had expanded the Foreign Direct Investment (FDI) of Pharma industry. Just couple of Indian Pharma organizations are existing in India. A large portion of the Pharma organizations in India are controlled and worked by remote organizations because of shoddy work and low cost.

Over the span of late years, Indian pharmaceutical industry has encountered a tremendous makeover – from an unassuming beginning of "process licenses organization" in the seventies to a front line and WTO-ideal organization under the TRIPs Agreement in 2005. In latest two decades, India has seen basic trade and present-day approach advancement, which have provoked helper changes in the private undertakings. This was joined by snappy growth in the pharmaceutical division in India which was driven by the

development of financial and research practices from Europe to India explicitly and some other rapidly creating markets. [1]

According to the Organization of Pharmaceutical Producers of India (OPPI), the Indian pharmaceutical industry is profoundly separated and is surveyed to have in excess of 10,000 gathering units. The made units speak to just 5 percent with around 300 players, while 95 percent of the units are in messy part. A sweeping number of players of the last are little and medium endeavors and this section contributed 35 percent of the industry's turnover. This is expected the employees working capacity which is off kilter improved by the motivational systems connected by Indian pharmaceutical industry time to time.

Indian pharmaceutical industry associations can broadly be named neighborhood associations and remote associations (MNCs). A part of the huge players incorporates GlaxoSmithKline, Cipla, Dr. Reddy's Laboratories, Ranbaxy, Pfizer, etc. Budgetary year 2013 was attempting on the family unit front and saw slow growth owing to serious contention from unlisted players and so on. Growth in the part is depended upon to be upheld for this present year in light of extending customer spending, quick urbanization.

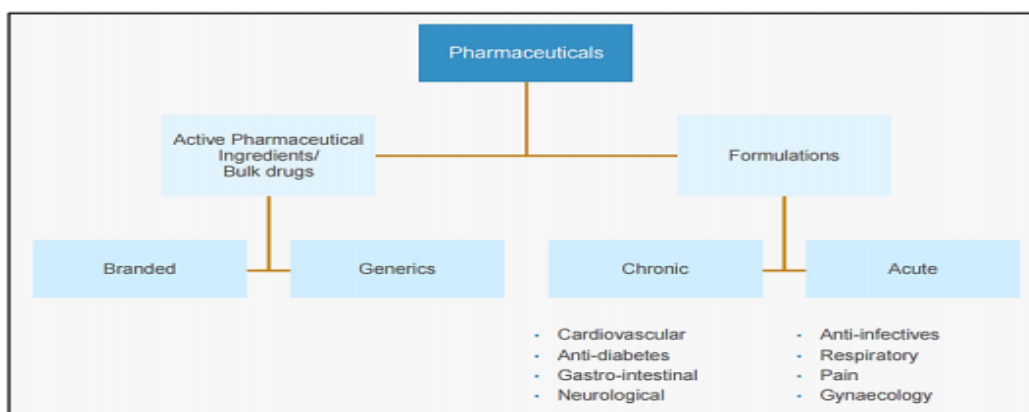


Figure 1: Structure of Pharma Sector in India

In India, pharmaceutical organizations, particularly those that bargain with prescription drugs work in an extremely focused condition due to the presence of different brands of nonexclusive drugs. The aggressive idea of the business condition makes it compulsory for them to create and execute strong motivational techniques with the end goal to pick up and keep up a sensible offer of the market. This paper analyzed the procedures of the organizations with specific accentuation on the ones focused at the specialists to find out their impact on the prescription propensities for the specialists.

Notwithstanding the utilization of motivational techniques with impact on specialist's prescription, 70.7% of the respondents conceded that the most essential factor affecting drug prescription was the monetary status of the patient. Drug accessibility was likewise a strong thought. This is on account of most patients pay straightforwardly for the medications.

Business people need to motivate their skills and moved toward becoming specialists according to their customers and associates. So self-coordinated learning techniques can be utilized to enhance their formal instructions, business related preparing, and at work encounters. There is an opposite connection between's certain achievement motivation direct (PAMB) and salespersons superfluous motivation. PAMB has conveyed a basic effect in salespersons intrinsic motivation and execution. Similarly it has been seen that when stood out from outward motivation, inherent motivation is seemed to make modestly a progressively noticeable impact on execution.

Help it was shown that the Coefficients of relationships and other hypnotizing experiences for all components suggests that associations between positive achievement motivation lead (PAMB), trademark motivation and execution is on a very basic level positive.[2]

The inception of this industry in India can be followed back to the late nineteenth century yet it has experienced extraordinary growth, post progression. The degree of the pharmaceutical industry extended 2000-folds from Rs 10 crores in 1947 to Rs.20,000 crores in 2000. The improvement methods for this industry reflects this quantitative advancement, just as have been major fundamental changes in the idea of creation and innovation, especially over the latest couple of decades. The industry, consistently, has been depicted by changing business sector structures and ownership structure. These movements have been motivated by an expansive gathering of components, exogenous (for example game plan changes) and endogenous

India has dealt with pharmaceutical market of its own, which is being considered as a potential accessory by various countries. The Indian Pharma Market is situated number 3 to the extent volume and tenth to the extent showcase regard. Indian pharma associations are moreover ended up being overall pioneers in progress of generics and inoculations. [3]

2. Idea of Motivation

Motivation is gotten from "aim" which infers needs, desires, needs or drives inside the general population. Nearby

perception, character, mood and learning, motivation is a basic bit of understanding behavior. describes motivation as, "a system that starts with a physiological insufficiency or need that establishes a direct or drive that is away for a goal help". express that in a system sense, motivation contains these three partner and related segments, i.e., necessities, drives, and impulses.

3. Motivational Mechanism

Effect of globalization is unavoidable in pharma industry. Because of globalization, the following changes happen in employee minds, which additionally affected the employee of pharma division. They are;

- Global man power sourcing
- Social media impact
- Availability
- Global competition and market growth
- Technological growth and innovations
- Technology enhanced process
- Political and economic forces impact or external environmental process.

At this situation, the job of motivation ought to be dynamic and vital viewpoint. Difficulties are for Pharma part likewise it faces the trouble of recognizing the privilege motivational blend to spur their employee.

Step by step instructions to Evaluate Motivation

Utilizing techniques to check specialist commitment and vitality can make the activity of expanding these components less demanding. To assess motivation and give understanding, tune in to staff input and evaluate unmistakable pointers to improve your business strategies.

Studies

Plan employee reviews with inquiries that objective motivation. Get some information about their activity satisfaction.

Participation

One approach to pass judgment on how inspired your employees are grinding away is to take a gander at how every now and again they miss it. Take a gander at your specialists' participation reports for as long as a half year.

Interest

Administrators keen on making a decision about the motivation of their employees can gain much from their participatory activities. Partners who react to necessities of their managers and different employees show enthusiasm for their occupations.

Results

Surveying the yield from employees is a method for estimating their commitment in their work. For instance, take a gander at results, for example, late benefits to check staff inclusion.

Development

An absence of development regularly implies specialist motivation is low. At the point when an organization stagnates, usually because of the absence of accomplishment of its workforce

The Organizational Levers of Motivation

Despite the way that fulfilling the majority of the four of representatives' major excited drives is fundamental for any affiliation, our examination recommends that each drive is best met by a particular hierarchical switch

The best method to Fulfill the Drives That Motivate Employees

For the majority of the four energetic drives that workers need to fulfill, organizations have an essential authoritative change to utilize. This table matches each drive with its taking a gander at switch and records specific moves your affiliation can make to benefit anyway much as could be normal from the contraptions open to its (Figure)

	DRIVE	PRIMARY LEVER	ACTIONS
①	Acquire	Reward System	<ul style="list-style-type: none"> Sharply differentiate good performers from average and poor performers Tie rewards clearly to performance Pay as well as your competitors
②	Bond	Culture	<ul style="list-style-type: none"> Foster mutual reliance and friendship among coworkers Value collaboration and teamwork Encourage sharing of best practices
③	Comprehend	Job Design	<ul style="list-style-type: none"> Design jobs that have distinct and important roles in the organization Design jobs that are meaningful and foster a sense of contribution to the organization
④	Defend	Performance-Management and Resource-Allocation Processes	<ul style="list-style-type: none"> Increase the transparency of all processes Emphasize their fairness Build trust by being just and transparent in granting rewards, assignments, and other forms of recognition

4. Literature review

Dr. C. Vijayabanu, (2017)[4] explored the present pertinent examination regulates differing decisions of motivational bits of offers administrators of pharma industry and the business delegates' decisions towards different monetary and non-money related motivators. This case in like way administers centrality of motivation for improved performance and commitment of pharma deals employees. Assorted contemporary methods for employees additionally regulated for this condition. The employees get persuaded by different motivators which impacts on their performance. It is part where an increasingly unmistakable proportion of progress and research improvement is required and its effect on performance in perspective on motivational techniques in the contemporary in general business condition has in like way been reviewed.

Navjot Kaur, et. al. (2014)[5] explained the business oblige is leverage of any association. Improving performance of offers oblige through motivation has dependably been a prime task

among alliance and master. Plans motivation absolutely relies on the possibility of the board given by the essential line deals controller. With the assistance of money related and non-budgetary motivators one can actuate the business oblige adequately. This examination is an endeavor to assess the elements which sway motivation of offers drive in pharma industry. Nowadays, the rule place for the business propel is to finished their destinations and standards which isn't that clear for them and for this the fundamental activator is the motivation. The outcome shows that unmistakable parts like manager robustness, pay, enamoring work, movement, gratefulness, and so on are essential to spur the business encourage. Watchwords: Motivation, Quota, Sales oblige, Performance.

Paterson J. (2013), looked into the GSK needs their staff to design their future. They set up increasingly good alternative bistros, bicycle shop, a semi-formal coffee shop, blossom shop, cleaners and even rec center, to support their affirmation and motivation control. HarshaModha, official U.K benefits at GSK

says-"we urge employees to stroll around our ways and have break, work with their workstations and oust customers from their work district. On the off chance that their administrator is fulfilled and there is sufficient spread, staff can comparably telecommute". The focal points consolidate offer, sparkle play, performance related rewards and trust based depicted obligation benefits plot.

Silly (2005)[6] uncovered that motivation proposes the powers, either inward or outside to an individual, that vivify comprehension and assurance to search for after a specific technique. Motivation is an approach that starts, organizes and keeps up target masterminded rehearses. It keeps the business drive constantly energized towards the goals set by the affiliation.

Hair et al. (2010)[7] cleared up motivation as the strategy of dynamic social techniques that reason the starting, bearing, power and consistent quality of business related practices of a business drive towards the accomplishment of hierarchical targets and destinations.

Reena Ali and M. Shakil Ahmed (2009)[8] in their examination said that there is a relationship among pay and assertion, motivation and fulfillment freely. Right when a worker is remunerated and saw on precious estimation it makes the segment of progression. So in like manner, motivation is unequivocally as for the fulfillment of the business urge, the best way to deal with guaranteeing motivational endeavors are astonishing is to ensure that the employees are fulfilled their 'cleanliness elements' are met, and the affiliation, impetuses and techniques are obviously connected with the motivation segments of accomplishment, certification, advancement, and headway.

5. Research Methodology

Research procedure is a way to deal with efficiently deal with the investigation issue. It may be appreciated as a craft of concentrate how explore is done deductively. The examination will be astoundingly positive and it will exhibit the worker engagement towards the organization. The representative engagement will find using the positivistic approach used as a piece of the examination. This investigation consolidates both essential and optional research methods.

Research Design

Descriptive research design will be utilized as a part of this study. Descriptive research design is by and large utilized as a part of the quantitative study yet it can be both subjective and additionally quantitative in nature. The term descriptive is utilized as a part of regular speech to depict something

Sampling

This study will make utilization of the simple random sampling. The survey method will for the most part utilize this sort of sampling and it will give risk for every one of the samples. The objective populace for the examination is 200 samples that were looked over the sampling outline. The employees of Pharmaceutical organizations of Punjab will be utilized for the survey.

Sample Size

The sample size for the study will be 200 from pharmaceutical organizations of Punjab.

6. Analysis and interpretation

Descriptive statistics (implies) are utilized to decide the overall rankings of occupation substance and setting factors for every statistic subgroup.

TABLE 2: Profile of the respondents from Pharmaceutical industry (n = 200)

Demographic Groups		Frequency	%
Gender	Male	156	78
	Female	44	22
Company	Multinational	65	32.5
	Local	135	67.5
Education	Master	30	15
	Graduation	170	85
Marital Status	Married	120	60
	Single	80	40
Age	20-25 years	40	20
	26-30 years	110	55
	31-40 years	50	25
Job Experience	Less than 2 years	35	17.5
	2-5 years	80	40
	6-10 years	60	30
	More than 10 years	25	12.5
Job Position	Sales Promotion Officer (SPO)	95	47.5
	Senior Sales Promotion Officer (SSPO)	105	52.5

Table 2 shows demographic qualities of the respondents of pharmaceutical. Greater part of the members are male while females represent just 22 percent. Around 32.5 percent of offers motivation is used in worldwide associations and 67.5 percent in neighborhood pharmaceutical associations. Of the respondents, 20 percent are 20 to 25 years of age, 55 percent are 26 to 30 years of age and 25 percent have a spot with age social event of 31 to 40 years. Hitched deals delegates are 58 percent and remembering that the unmarried are 42 percent. Around 85 percent deals motivation hold graduation degree anyway only 15 percent have ace degree. Around 47.5 percent of the respondents are filling in as deals headway officer and 52.5 percent are senior deals progression officer. Of the respondents, 17.5 percent have under 2 years work understanding, 40 percent have 2 to 5 years experience, 30 percent have 6 to 10 years experience and simply 12.5 percent worked more than 10 years in the present business.[9]

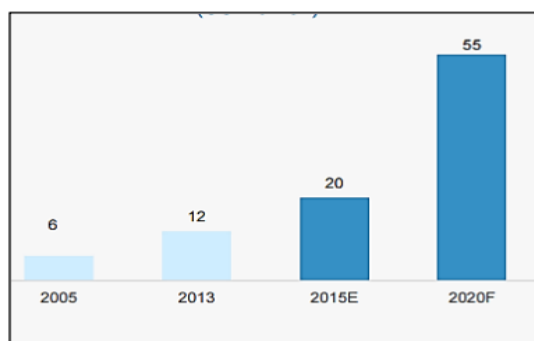


Figure 2: Revenue of Indian pharmaceutical sector (USD billion)

Table 3: Indian Pharmaceuticals Market Value: \$ billion (2013-2017)

Year	\$ billion	INR billion	% Growth
2013	10.2	444.49	
2014	12.4	552.68	21.56
2015	14.7	655.17	18.54
2016	15.3	673.04	4.08
2017	16.8	738.73	9.80

From the above table it has been showed that market value of Indian pharmaceutical industry has been continuously rising from past few years. This is due to employee work efficiency in the pharmaceutical industry for many years continuously. This power generates the employee by the motivational team whenever its required.

Applying linear regression model/method by taking each of the 9 motivating factors independently as dependent variable and 4 fulfillment factors as independent variable in the model, it is seen that 8 linear regression models out of 9 have critical model fit qualities. The models have been effectively gone through the multi co linearity test, in light of the fact that the resilience esteems are not drawing nearer to zero rather over 0.6 and the estimations of VIF are beneath 2.

The principle motivating component 'no weight feeling' has not been affected by satisfying elements as the model fit measure is insignificant. The satisfaction factors 'calling improvement' and 'accountability' are causing the pharmaceutical deals force motivation to a progressively noticeable degree and other two variables (return to the achievement and work condition) have the impact on motivating elements to a little degree. [10]

Work potential in Pharma Companies:

The pharma industry like to draw in their employees through performance-based pay arrangements and methodologies that are intended to accomplish the doled-out targets. Employee's pay rates are likewise investigated every year in which is to improve the employee's potential. Be that as it may, disregarding every one of these advantages that are given to the employees, whittling down is likewise high. Major purpose behind steady loss is salary, targets, shift competition, growth of corporate clinics and private nursing homes.

Job of Sales Representatives in Pharma Industry:

In the present Pharma world, the incredibly motivated deals force offers the significant performance improvement. A subservient and rewarded deals force will augment the incomes from the current clients and efficiently recognizes and allows a pharma organization to become quicker than its rivals. Such endeavors are imperative in a circumstance where specialists have many endorsing alternatives and more decision than previously. So great motivational based impetus plan which is flexible to suit new item launches and handle

troublesome market is the need of great importance. It should be cost powerful and aggressive.

Deals Force Performance of Motivation:

The business force adequacy drove its Hiring, pay, estimate, an area, structure and arrangement. These are the components of expressions that management should worry to improve the motivation. The genuine test of motivation is to tweak the HR frameworks that address the different work force and deals improvement among the pharmaceutical deals force. Compelling managerial practices which influence straightforwardly the business force of pharma industry. They are preparing, advancements, pay, instructing, managerial supervision and better communication.[3] Thus Motivational systems are basic for a Pharma salesman which is fundamental portion of the association and business. Hence, his job will increase the value of the business.

Significance of Motivation for Performance and Commitment:

Since the mechanical growth and revolt, the model of Fredrick Taylor reasons that employees have different ways to deal with develop their performance and potentialities which drive them towards motivation and affirmation. Motivating the employees is a delicate and deliberate test which creates in shaping and expanding new data of business.

7. Conclusion

To conclude with the pharma sector that contributes more for economic environment should motivate their representatives or employees to attain their desired goal. It should be positively influenced by the Top management in order to innovate, productive and satisfying employees. Proper strategies must be used to find out top talents and opportunities to work as a team.

Indian Pharma Industries facing tremendous competitive pressure both internally and externally. Pharma companies are struggling to discover new drug technologies and tools to market their product. There are some common barriers internally and externally which impede the organizational effectiveness. They are Process barriers, organizational effective barriers and technological barriers. The motivation identification is the important organizational barrier. If it is not properly identified, the impact will be tremendous and costlier to the organization. The external pressure, technological imbalances in the market also impact the performance of Pharma sales people. The previous studies about the internal pressures in pharma industry, out of the nine motivating factors, the five factors in which the sales representatives are easily get motivated. They are internal work environment, flexible timing and scope of development, career perspective and less work pressure. The study says that the above average selling performance is happening only through rewards and awards.

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