Abstract

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DEVELOPING AN E-BUSINESS SYSTEM TO IMPROVE THE DOWNSTREAM PHARMACEUTICAL SUPPLY CHAIN (A STUDY ON THE EGYPTIAN MARKET)

Pharmaceutical products are considered sensitive products that require a well-managed distribution channel as they impact human lives. The aim of this research is to investigate the applicability of improving the downstream of the pharmaceutical supply chain (distribution channel) in Egypt through developing an Ebusiness system. The study has adopted a deductive approach. Qualitative and quantitative methodologies were followed respectively. Qualitative in-depth interviews were conducted to get a better understanding of the situation in Egypt followed by a structured survey to test and verify the significance and the relation of the extracted variables using statistical tools. This resulted in highlighting significant variables impacting the relationship between pharmaceutical retailers (pharmacies) and consumers and the applicability of introducing an e-business retailing application that improves downstream chain performance by facilitating transactions i.e. easily locating the required medicine, matching consumers and retailers and spotting the inventory level in the distribution channel for better management solutions. Keywords: case study, distribution, downstream supply chain, pharmaceutical products