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## Upshot of Knowledge Management Practices in Pharmaceutical Industry: Case Study.

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### ABSTRACT

The role of Knowledge Management is inevitable in Pharmaceutical industry. The severe competition, research based decisions in Pharma industry endures with the importance of Knowledge management. The current study focuses on the significance Knowledge management practices in Pharma industry. It also studies the methods of knowledge acquisitions and knowledge sharing and the impact accomplished in Pharma industry.

**Keywords:** Knowledge Management, SECI model, acquisitions and knowledge sharing, Pharma industry

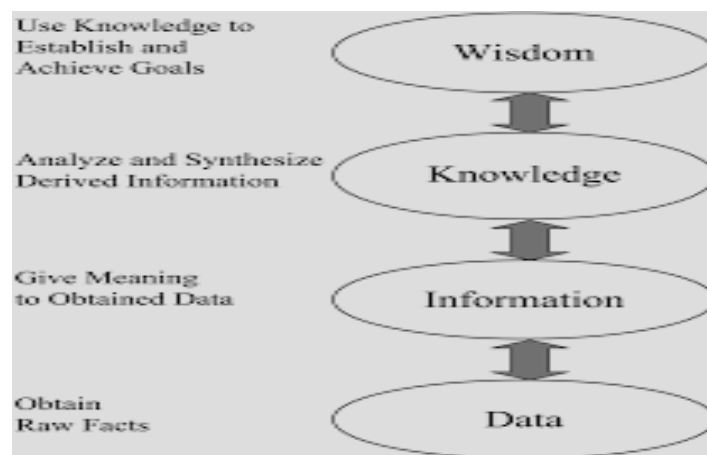
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**INTRODUCTION**

Knowledge Management practices are vital for all industries. It is a crucial part and widely followed in software industry. The role of Knowledge Management is inevitable in Pharmaceutical industry. The severe competition, research based decisions in Pharma industry endures with the importance of Knowledge management. Based on various literatures and theoretical approaches the Knowledge Management practices in Pharma industry should start with data, the data need to be processed, interpreted to gain insights which will be turned as information Yu-Chung Hung, Shi-Ming Huang, Quo-Pin Lin, Mei-Ling -Tsai, (2005). New Paradigm shift drives Pharma industry, Nano, Bio and computational sciences, Minna Allarakhia , Steven Walsh (2011)

The processing of information and resultant decisions are the need of the day to with stand in the competitive markets.

Figure 1

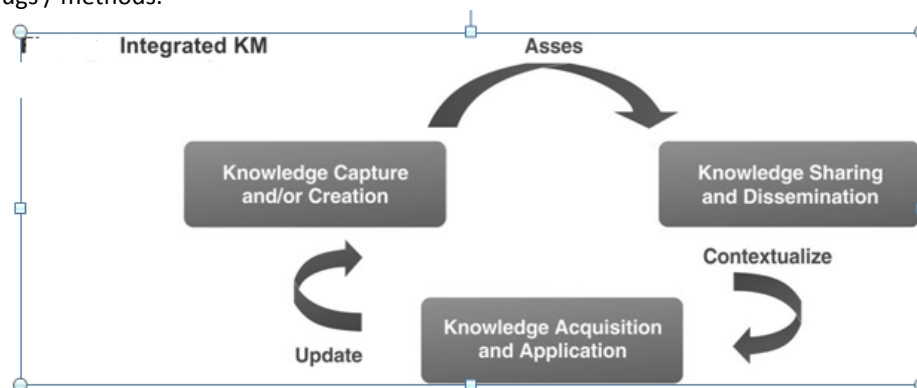


Source: <http://barbie-ca.blogspot.in/2011/09/chapter-1-data-information-knowledge.html>

**KNOWLEDGE MANAGEMENT CYCLE IN PHARMA INDUSTRY:**

Knowledge Management is initiated in Pharma Industry by the following steps called as knowledge management cycle:

- a. **Knowledge creation of capture** – discovering of innovative needy drugs as per requirements
- b. **Knowledge of discrimination** – coordination and sharing of information and knowledge **from various sources like customers , researchers, retailers , experts , doctors etc.**
- c. **Knowledge acquisition of application** – acquired knowledge need to be processed to get innovative drugs / methods.



Source: <http://yuliusdarmadi.blogspot.in/>

KM dimensions in organisation includes external and internal knowledge codification along with personalisation. This involves combination of technology with people knowledge and skill, and the outcome is Development of knowledge based environment , Joaquín Alegre, Kishore Sengupta, Rafael Lapiedra, (2013).

Knowledge Management is a part of business activity which need to be coordinated from different stakeholders and reflect in the strategy, policy etc,

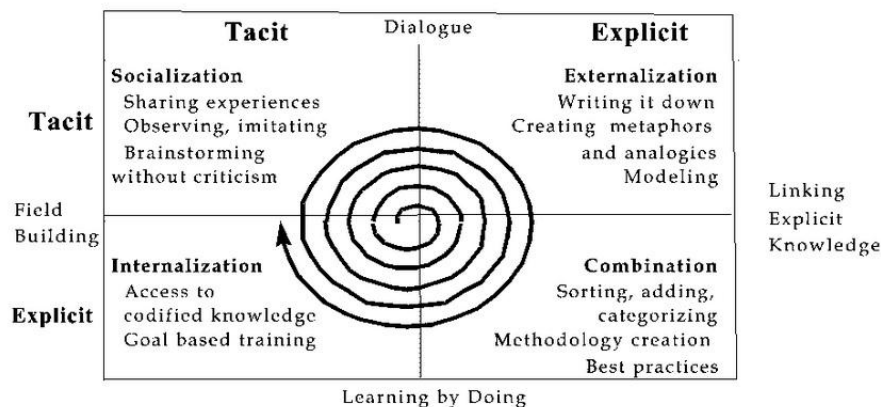
- Knowledge Management is more of cognition in Pharma industry
- New approaches and scientific method and need to coordinated with inherent practices, tradition and culture of people in society.
- KM is a technology in Pharma industry and became it need to convert the unique practices and tacit knowledge into actual knowledge which is vital in integrating various forms of treating diseases.
- KM is a Pharma that need collaborative approach from govt/ people/tech/educational institutions/NGO etc.,

**WHY KNOWLEDGE MANAGEMENT IS ESSENTIAL TO PHARMA INDUSTRY?**

- Globalization
- Growth of Technology
- Growth of awareness to general public through Social Network
- Tough competition
- Heavy investment
- Elaborate research and development
- Complex work nature
- Change of culture and practice
- To go with best practices and interdisciplinary issues
- To protect code of ethics

The above factors make the Knowledge Management as vital tool Kimiz Dalkar, (2005) for knowledge creation and there by formulating business tactics and strategies .this is very well explained by the SECI model (Nonaka & Takeuchi 1996). Gholamhossein Mehralian , Jamal A. Nazari , Peyman Akhavan , Hamid Reza Rasekh , (2014) study concludes the socialization, externalization, combination and internalization (SECI) model creates relationship between intellectual capital and knowledge formation process in Pharma industry.

- Socialisation:** Acquiring traditional inherent knowledge and protect it as a facet knowledge for generations.
- Externalisation:** Acquiring faced knowledge and convert in explicit knowledge to keep all people and facilitate process.
- Combination:** Acquiring different explicit knowledge and share it on a explicit knowledge to help the stakeholders through appropriate technology.
- Internalisation:** Converting the available explicit knowledge as a faced knowledge by enhanced training and skill development programme.



Source: <https://samirshira.wordpress.com/2013/08/30/topic-knowledge-transfer-seci-model/>

Knowledge acquisition and sharing in the Pharma industry can be developed by means of various ways based on the interview with twenty five intermediaries it is concluded the factors determining Knowledge acquisition and sharing and it shown in table:1.

**Table 1 Descriptive analysis for Factors determining Knowledge acquisition and sharing**

Factors determining Knowledge acquisition and sharing	Mean	Mean ranks
Transparency	4.21	5
Communication	4.32	3
Reward system	4.37	2
Reward system	4.37	2
Top Management support	4.01	7
Technology support	4.42	1
Developing communities	4.31	4
Profiling of individual issues	4.17	6
References	3.98	9
Leadership	4.00	8
Value based culture	3.84	10

Source: Primary data

The primary data collected from Pharma intermediaries using Likert scale has been given in table :1, which concludes that Technology support(4.42) has been ranked first , Reward system(4.37) has been ranked second, Communication(4.32) has been ranked third which concludes the importance of Knowledge acquisition and sharing that enhance Knowledge Management system in Pharma industry

- Captive Knowledge or tacit knowledge which is a inherent experience based knowledge can be created in Pharma industry by various ways like Observation , by Interviewing experts for getting experts and updated method, following Bench mark practices, formulating Road map/ Strategies etc.
- Explicit knowledge which is a readily available knowledge can be created by mapping strategies , Creation of communities, storing by means of manual and automation method etc.

**CONCLUSION**

The Knowledge Management practises can be followed in Pharma industry for protecting the inherent knowledge and to enhance the performance. The protection of explicit and tacit knowledge is vital in today's competitive scenario. This KM strategy needs to be inbuilt in various operations across the organisation. This strategy will have the multifaceted impact to employee's, business operation and prevention of knowledge erosion.

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