## CONTENTS

## Certificate Acknowledgements Contents

Chap	Page	
I :	Research Problem Profile and Objectives	1
1.0	Profile of Research Problem	2
2.0	Objectives of Study	3
3.0	Justification for the Study	5
4 0	Pragmatic Relevance and Chapter Scheme	. 8
п :	Industry Overview	11
1.0	Nature of Demand for Ethical Drugs	11
20	A Brief History	14
3 0	Exports Profile	18
40	Market Potential and Health Infrastructure	19
5 0	Therapeutic Segments	20
6.0	Legal and Regulatory Framework	21
70	Current State of Capital Investments	22
8 0	Technology	23
90	India, Research and Development,	
	and Intellectual Property Rights	24
10.0	Drug Price Policy	26
11.0	Profitability	30
ш :	Literature Review	47
10	The Classical Industrial Organisation School	48
	1.1 Empirical Findings	53
	1.2 Criticisms	57
	1 3 Conclusion	60
20	Efficiency/Revisionist School	61
	2 1 Empirical Findings	65
	2 2 Criticisms	67
	2.3 Conclusion	68
3 0	The New Industrial Organisation School	69
	3 1 Empirical Research	71
	3.2 Criticisms	73

i

	3 3	Conclusion	75
40	The	Business Policy School/The PIMS Paradigm	76
	4 1	The Goals of the PIMS Program	76
	42	Competitive Strategy	77
	4.3	The PIMS Competitive Strategy Paradigm	79
	44	Key Findings of the PIMS paradigm	81
	4 5	Criticisms	84
	46	Conclusion	90
50	The	Austrian School of Economics	90
60	The	Resource Based View of The Firm	94
	61	Criticisms	98
	6.2	Conclusion	98
7.0	Sun	nmary	99
IV	: Mo	del and Hypothesis	100
10	The	Phenomenon of Competitive Dynamics	103
2.0	Firn	Proactivity and Competitive Dynamics	109
30	Pro	active Firm Behaviour · A Pragmatic Perspective	114
40	An l	Integral Conceptual Model of Strategic Firm Behaviour	121
50	An I	Integral Empirical Model of Strategic Firm Behaviour	124
60	Res	earch Propositions	130
	61	Industry Structure and Performance	130
	6.2	Investment Strategy and Performance	135
	63	Vertical Integration and Performance	138
	6.4	Marketing Intensity and Performance	141
	6 5	Competitive Position and Performance	146
	66	Model	147
<b>V</b> :	Met	hodology	148
10	Univ	verse Definition	148
20		ple Selection	151
	2 1	Details of Samples	155
3 0	Tim	e Frame Selection	156
4 0		rces of Data	159
5 0		rational Definition of Variables	161
	5 1	Return on Investment	162
	5 2	Choice of High Growth Market Segments	164
	5.3	Retention Ratio	168
	5 4	Vertical Integration	170
	5.5	Marketing Intensity	172
60		ctional and Equational Form of the Model	177
7.0	Stati	etical Analysis	178

VI	:	Results, Interpretations, Limitations And Policy Recommendations	180
10		Choice of Market Segments	180
20		Retention Ratio	186
3 0		Vertical Integration	191
4.0		Marketing Intensity	195
5 0		Market Share	200
60		Marketing Intensity, Market Share and Return on Investment	205
7 0		Empirical Findings for the Model	209
VII	;	Summary, Implications and Future Research Directions	229
10		Overview of the Study	229
		1.1 Research Method	232
		1.2 Summary of Findings	233
20		Limitations of the Study	236
3 0		Managerial Implications	239
4 0		Directions for Future Industry-Specific Research	240
5 0		Emerging Industry Scenario, Available Strategic Options	241
		Conclusion	242
Ref	ere	ences	243
App	en	dix I	258
App	en	dix II	260