

Contemporary legal and ethical issues in marketing in the Pharmaceutical industry in Pakistan

Author I : Mahreen Nazar

Assistant Professor
L.L.M., Temple University;
L.L.B., Thames Valley University, London, UK;
Certificate of Judicial Training, Sindh Judicial Academy, High Court of Sindh, Karachi
E-mail: msiddiqui at iba.edu.pk

Author II: Azad Ahmed

Abstract

This research paper attempts to explore the contemporary legal and ethical issues prevailing in marketing practices in the pharmaceutical industry in Pakistan. The main focus of this paper is to enumerate legal and ethical issues influence the marketing strategy in pharmaceutical industry and what are different ways for pharmaceutical companies to address those issues effectively.

Primary research is the main tool for this research which includes interviews of the practitioners of the industry. In addition to primary research we will also do some secondary research which includes research papers, journals and articles.

This research paper would reveal the legal and ethical aspects of marketing in pharmaceutical industry in Pakistan and would help to evaluate the significance of the legal and ethical measures prevailing in Pakistan for the said industry. Moreover this research paper would become a basis for understanding the regulatory environment of pharmaceutical-business in Pakistan and would identify the gaps/issues which should be addressed by the regulator.

This research paper is based on the partial data collection and findings may not cover the whole subject area. This subject can be re-explored by further research and development.