

Title:

Improving Vendor Selection in Pharma Using Digital Platforms

Submitted By:

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MBA – Pharmaceutical Management

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Roll No.: IIHMR-U/02/2023-25/0583

Internship Organization:

EviaSearch: Connecting B2B Partners

Project Guide (Industry):

Mr. Rajendra Talele

Faculty Mentor (Institute):

Dr. Akshay Kumar Mishra, Associate Professor

IIHMR University, Jaipur

1. Internship Objective

- To evaluate how digital platforms streamline vendor selection processes in the pharmaceutical industry.
- To identify the most widely adopted digital procurement tools.
- To understand their impact on vendor performance, audit readiness, cost efficiency, and regulatory compliance.
- To provide strategic recommendations for improved procurement practices.

2. Organization Profile – EviaSearch

EviaSearch is a digital B2B procurement and vendor management company that bridges pharmaceutical firms with validated suppliers through AI-powered sourcing platforms. Their focus lies in optimizing supplier discovery, vendor onboarding, and compliance monitoring through innovative tech solutions.

3. Internship Duration

Start Date: March 2025

End Date: May 2025

Duration: 2 months

4. Roles and Responsibilities

- Conducted literature review on traditional vs. digital vendor management.
 - Designed structured questionnaires and interview tools for data collection.
 - Collected primary data from 50 procurement professionals using Google Forms and interviews.
 - Analyzed procurement KPIs such as onboarding time, compliance scores, and performance metrics.
 - Interpreted findings to highlight trends and derive actionable insights.
 - Created visual dashboards using Excel/SPSS for report presentation.
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5. Methodology

- **Design:** Cross-sectional, mixed-method (Qualitative + Quantitative)
 - **Primary Data:**
 - Structured survey (n = 50 participants)
 - Semi-structured interviews via Zoom/Google Meet
 - **Secondary Data:**
 - Industry white papers (Deloitte, McKinsey, HBR)
 - Audit checklists, ERP platform literature
 - **Tools Used:** Excel, Google Forms, SPSS
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6. Key Learnings

- Real-world application of digital tools like SAP Ariba, Coupa, and Oracle SCM.
 - Deep understanding of procurement workflows and compliance regulations (e.g., GxP, FDA).
 - Gained experience in survey design, data visualization, and stakeholder communication.
 - Understood challenges in digital adoption such as training gaps and change resistance.
 - Learned strategic alignment between IT, procurement, and QA teams.
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7. Key Findings

- 78% of pharma professionals reported using digital tools for vendor selection.
- SAP Ariba emerged as the most used platform.

- 72% reported vendor onboarding times of less than 2 weeks.
 - 62% observed improved audit readiness, while 59% noted better supplier tracking.
 - Major challenges included initial investment, staff training, and resistance to new systems.
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8. Recommendations

For Procurement Teams:

- Adopt predictive analytics for risk scoring.
- Conduct hybrid training (online + workshops) for smooth digital tool adoption.

For Leadership:

- Monitor ROI through compliance scores, onboarding time, and cost savings.
- Integrate procurement platforms with QA and ERP systems.

For Digital Platform Vendors:

- Customize platforms for pharma compliance like GxP.
 - Simplify UI/UX to encourage non-technical adoption.
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9. Conclusion

This internship provided in-depth exposure to how digital platforms revolutionize vendor selection in pharma. With increasing regulatory demands and globalized supply chains, digitization is no longer optional—it is critical for efficiency, compliance, and strategic procurement. A data-driven, collaborative, and future-ready approach to vendor management offers a competitive edge and ensures patient safety.

10. Acknowledgement

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