

DISSERTATION SYNOPSIS

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TITLE:

Value Co-Creation Through Healthcare Ecosystem Partnerships: A New Framework for Pharmaceutical Brand Positioning.

INTRODUCTION:

The pharmaceutical industry in India is witnessing a paradigm shift from traditional product-centric marketing to value-driven brand positioning. Value co-creation, involving active collaboration among stakeholders—patients, healthcare professionals, payers, regulators, and technology partners—is emerging as a strategic differentiator. By building robust ecosystem partnerships, pharmaceutical brands can not only improve healthcare outcomes but also enhance their brand equity. This research proposes a framework that explores how value co-creation through ecosystem partnerships can redefine pharmaceutical brand positioning in India.

RESEARCH QUESTIONS:

- 1) How do healthcare ecosystem partnerships facilitate value co-creation in the pharmaceutical sector?
- 2) What role do patients, HCPs, and other stakeholders play in the co-creation process?
- 3) How does value co-creation influence pharmaceutical brand positioning?
- 4) What are the critical success factors and barriers in implementing co-creation strategies?

OBJECTIVES:

- 1) To examine the concept of value co-creation within pharmaceutical brand positioning.
- 2) To identify key ecosystem partners contributing to value co-creation.
- 3) To propose a strategic framework for leveraging partnerships to enhance brand positioning.
- 4) To evaluate the effectiveness of co-creation in influencing brand perception and stakeholder engagement.

HYPOTHESIS:

H1: Value co-creation through ecosystem partnerships significantly enhances pharmaceutical brand positioning.

H2: Active stakeholder engagement in co-creation positively affects brand loyalty and perception.

H3: Ecosystem-driven co-creation initiatives lead to measurable improvements in healthcare delivery and brand equity.

MATERIAL & METHODS:

➤ Study Design:

A mixed-method study comprising qualitative interviews and quantitative surveys.

➤ Study Population:

Healthcare professionals (doctors, pharmacists), pharma marketers, patients, and health-tech startup founders.

Study Population

a) Inclusion Criteria:

- Marketing professionals with ≥ 2 years' experience in pharma brand management.
- Practicing doctors/pharmacists involved in patient care or drug prescription.
- Patients engaged in chronic care management.
- Representatives of digital health startups partnering with pharma firms.

b) Exclusion Criteria:

- Interns or students without professional experience
- Patients unwilling to participate
- Stakeholders outside of the pharmaceutical or health-tech sectors

c) Study Tools:

- Structured questionnaires
- Interview guides for semi-structured interviews
- Digital survey forms (Google Forms/SurveyMonkey)

d) Sample Size:

- Quantitative survey: 50 respondents.

- Qualitative interviews: 10-12 key Informants.

Duration of Study

3 Months,

FROM 10 TH MARCH 2025- 31 ST MAY 2025

SAMPLING TECHNIQUES:

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DATA COLLECTION PLAN:

- Online and in-person survey administration to HCPs and pharma executives.
- In-depth virtual or face-to-face interviews with key opinion leaders and ecosystem enablers.
- Data triangulation to validate insights from multiple stakeholder groups.

ETHICAL CONSIDERATIONS:

- Informed consent will be obtained from all participants
- Confidentiality of responses will be ensured
- Ethical clearance will be obtained from the institutional review board (IRB)
- Data will be anonymized to protect identity

IMPLICATIONS OF RESEARCH:

- The findings will help pharmaceutical marketers adopt collaborative and patient-centric branding strategies.
- It will inform policymakers and healthcare partners on the importance of stakeholder synergy.
- The framework can serve as a strategic toolkit for brand managers seeking sustainable differentiation.

INFERENCES:

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