



Pricing strategies in Pharmaceutical Companies: Exploring Pricing Strategies in pharmaceutical Companies and factors that influence choosing them

By Mehdi Zarrin, Bahman Bijani

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The purpose of this study is to explore the pricing strategies that pharmaceutical companies use in order to set their prices along with the elements (determinants) that influence these strategies. So we want to find common strategies and major factors that affect them. Also the relationship between important elements on the pricing decision and common strategies is another purpose of our study. We had four research questions about common pricing strategies, influencing factors and their importance and the relationship between factors and strategies.

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About the Author

Mehdi Zarrin earned his Doctor of Pharmacy degree in 1996 from Ahvaz Jundishapur University of Medical Sciences. He also educated in MBA Pharma in Linkoping University. He is working in Iranian pharmaceutical industry as CEO.

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