

**RESEARCH PAPER****Factors restraining Female Workers from joining Pharmaceutical Firms: Evidence from local Pharmaceutical Industry in Badin**

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ABSTRACT

The study is aimed to ascertain the variables affecting willingness to join pharmaceuticals i.e. cultural barriers, relocation, interpersonal relation. Statistical tools including normality of data, regression, standard deviation using SPSS software. The study provided conclusive grounds that significant perceived impact of interpersonal relations with boss on readiness/willingness of female professionals to join pharmaceuticals industry, cultural barrier significantly impact on readiness/willingness of female professionals to join pharmaceuticals industry, there is significant perceived impact of relocation /travelling on readiness / willingness of female professionals to join pharmaceuticals industry, female professionals at pharmaceutical industry face challenges in maintaining interpersonal relations with clients, besides they are significantly concerned over interpersonal relations with colleagues/staff. It was found that there is significant impact of interpersonal relations with boss on willingness of female professionals to join pharmaceuticals industry.

Keywords: Pharmaceuticals Industry, Female Workers, Pharmaceutical Industry

Introduction

Women as workers are vital to the world's economies, women tend to grow in the workforce, they are supporting to economy, nation as well as their families, and women provide benefits to their families through household income and provide productivity being employers in the organization (World Economic Forum Annual Meeting, 2018).

In general, women and men tends to be concentrated in different areas of labor market, women are less in occupational jobs and field jobs as compare to men. In the past women were working in only few sectors i.e. health care, social sectors, retail, education, public administration, business activities, hotel and restaurants (Ejaz, 2016). Now a days, women are going to increase their ratio in every field they are participating with men in numbers of fields, when we see worldwide population of female is about to 50%, (The world bank survey 2017) but they are less number in workforce. Mostly women are spending their lives in the home and managing the families. But now a day's women are getting entry in market and boosting the economy (International Economic Revenue, 1973).

Not all women of world are equally participating in work force. There are major differences among the women in the world regarding their religions, as we see the women of Israel there are mostly Arabs and Jewish women working in jobs outside the homes. The Arab women are less in field jobs and in work force as compare to Jewish women. Jewish women are increasing in field force from 76% to 79%.they have higher proportion in labor force and marketing jobs. Muslim women have less participation in the labor force and field jobs. (Swirski et al., 2001).

Role of Pharmaceuticals Sector in the Economic Development of Pakistan

When we talk about Pharmaceutical industry, it is one of the main sectors in Pakistan growing at the rate of 10% per annum. This sector exports variety of PCs to more than 27 countries around the world. There are more than 386 pharmaceutical units of varying capacity. (Rehman et al., 2015)

According to The World Bank survey 2016, In Pakistan the population of women increasing day by day and reaching men's population. Women are 49% in total population of Pakistan. On the other hand, in Pharmaceuticals industry, women's ratio is lower the men. This research is being conducted to find out that why women are low in ratio in pharmaceutical field, as well as in other fields of Pakistan and to highlight the issues that happens with women that restrict women to do job.

Women in Male Dominated Professions and Sectors

Generally women are moving toward traditional male jobs, women are participating with men. Now day's women are increasing their ratio as compare to before. Equally participation of women with men will be very beneficial for the economy of the country. In developed countries like Europe women are becoming the major part of the economy and they are working in every field with men (Swirski et al., 2001).

Women in Management and Leadership Positions

Now days women typically under high status and higher paid jobs, women have many difficulties in attaining the higher positions within organization because of gender differences, moreover women tended to be at lower level of organizational hierarchy and men tended to higher level, there are also differences in gender of subordinates, At board level, the participation of women is top level business decision making remain very low although there are some signs of progress, there is also less number of women as a leaders. But in present women are going to involve with men in higher positions in the management and leadership positions (MORAN, 2017).

Gender and Pay Differences

Generally women earn less amount than men although the reality is that more women in high status jobs today, it is also reported that there is lot of differences in earning/pay due to gender differences worldwide (MORAN, 2017).

Literature Review

The papers included in the literature review are critical resources for determining the relationship between various factors. The literature's empirical indications provide instructions for explaining and validating the relationship between dependent and independent variables. Furthermore, it allows researchers to understand the influencing factors that can influence the willingness to join a pharmaceutical firm, which is why theoretical and empirical research is important because it allows researchers to be aware of previous work in the same areas and also helps to develop research hypotheses and the study's conceptual framework. (Morrison et al., 1987)

According to Meena (2013), as the pharmaceutical sector booms, the demand for medical representatives grows as well. The pressure to meet targets is leading to work-related stress among medical representatives.

The current research provides considerable empirical support for the idea that medical representatives are dissatisfied with their nature of work, that they do not feel at ease in this position, and that the task they are performing in their employment is not pleasing to their senses and minds. This can also be linked to many elements of physical and

mental health, resulting in the perception of psychological job-related stress. The current research looked at the association between stress and various job-related aspects, and found that medical representatives were quite concerned about job instability. Despite working in a difficult and demanding environment, the pharmaceutical business lacks a good policy for promotions and incentives, their jobs interfere with their families and personal life, and they are under constant pressure and stress from higher management to enhance performance. (Meena.,2013)

These findings back up previous research indicating medical representatives are under stress and pressure due to a lack of incentives, conflicting demands between personal and professional lives, and intense pressure to meet targets and enhance performance. Medical representatives had to leave their families and homes in those situations. according to the findings, yet they did not focus on improving their performance and did not meet their targets. Most people earn more money despite the fact that their job is deemed to have little social value and respect, which causes emotional tension and decreases job satisfaction; they are only performing the job to support their family.(Sandip et al,2013)

The severity of discontent and stress is the same regardless of the age, marital situation, or educational position of medical representatives, according to the studies. Stress management becomes simpler with experience, according to the findings of this study.(EttyKonor-Attias,2001)

There are no such procedures in place for their travel and relocations, and they were forced to travel frequently, increasing the risk of accidents, which was previously substantiated by a study that found medical representatives to be more prone to mishaps. They had to work a lot, which meant they had very little time to spend with their families and friends, which is one of the main reasons they experience stress and pressure at work.(Kumar, S Ramesh 2007)

Inevitably, the inflexibility of working hours will exacerbate those situations they did not get time for eating meal that affect the daily routine of medical representatives and in result they face health issues and diseases, overall the findings suggests that existences of these Medical representatives were more likely to have job-induced stress due to a variety of variables that generate unhappiness in their job profile and working environment.(Den Berg.,2011)

The findings of this look at additionally aid the belief that their strain tiers had been at the better side, however now no longer the highest, so we are able to say that their strain tiers had reached a few alarming tiers. If their strain tiers had been now no longer checked at this factor in time, there may be a threat that the fitness and emotional outcomes in their process strain could worsen, making it tough to control. Many research have formerly supported the aforementioned conclusion, indicating that excessive tiers of strain can result in loads of poor bodily and mental fitness outcomes.(Peter T, 2011). The business mindset has moved from one of manufacturing to one of selling. After that, there's marketing orientation, and then relationship marketing orientation. (Gronroos, 1989).

Berry (1983) initially proposed the concept of relationship marketing, which is a strategy for attracting, maintaining, and enhancing client connections..

Gronroos(1989) provided a more complete definition in 1991, which included "building profitable relationships with customers and other stakeholders through reciprocal exchange and promise fulfillment."

Then he provided the following definition for relationship marketing's practicality: "An organization that proactively creates, develops, and maintains committed, engaging, and profitable exchanges with selected consumers over time." The relationship marketing

notion can be considered as a corporate philosophy or A strong organizational culture that puts the buyer-seller relationship at the center of a company's strategic thinking. (Sin et al., 2005)

Medical representatives were shown to be under pressure and experiencing work-related stress in this investigation. Many substantial changes are currently being imposed on the role of a medical representative, and it is questionable whether the profession will be able to appropriately deal with these changes. Any change in the nature of the job profile or working hours must be weighed against the well-being of the medical representatives who execute and are affected by the changes. More research is needed to look deeper into the many causes of work-related stress and the treatments that may be used to alleviate work-related stress among medical professionals. (Etty Konor-Attias, 2001).

Hypotheses

The present study significantly reveals that the female workers in pharmaceuticals industry are confronted with various challenges and constraints, such as Cultural Domestic, Social, Communal and Organizational issues. Furthermore, it is inferred that women face jealousy, misguidance, harassment, and somehow English language barriers in career development. In-laws and relatives create many barriers for women, official issues, and community's negativity about marketing women are also key barriers to women in career development

- H1: As the empirical findings significantly substantiate that there is a considerable perceived impact of Cultural barrier Readiness/willingness to female professionals to join pharmaceutical industry As they have to face stigma and negative perception for working with male dominated health professional industry.
- H2: There is negative impact of relocation/traveling on readiness/willingness to female professionals to join pharmaceutical industry. Female faces difficulties in public transport, travel from one place to another place taking all the accessories with them
- H3: Female professionals are concern over interpersonal relations with colleague/staff. They feel uneasy with male workers that they can not fully co operate with male workers
- H4: There is negative impact of interpersonal relations with boss on readiness/willingness to female professionals to join pharmaceutical industry.
- H5: Female professional significantly perceive maintaining good PR with doctor as a big challenge. Female workers do not personalize with male doctors, they can not make friendly environment with male doctors as male workers can

Finally, it can be categorically concluded that the above highlighted challenges facing potential female workers to join pharmaceuticals industry have badly restrained them.

Theoretical Framework

Research Design

This Research is in quantitative in nature. Questionnaires distributed among female Respondents which are working in pharmaceuticals according to probability sampling method. Collected data processed through SPSS software.

Research Type

Research is quantitative in nature, female medical representatives are respondents

Data Collection Method

Data collected through questionnaires, which were distributed among female professionals they are working in pharmaceuticals companies, primary data used in the research and the tool was questionnaire that was distributed among female professionals

Time Horizon

In terms of Research, it is more important to define the study's time period; without describing the time period, the study becomes ambiguous; so, this crucial was comprised of fifty (50) observations.

Techniques and Tools

Primary data used in the research and the tool was questionnaire that was distributed among female professionals

Research Approach

According to Cohen (1980), quantitative research is defined as social research which employs empirical statements. Generally empirical statements are expressed in mathematical terms. Different approaches have been utilized for the study, but the two most common research approaches are inductive and deductive technique, therefore this investigation is quantitative in character.

Population and Sampling

The population was female workers working in pharmaceuticals firm in Badin, (Hyderabad Region). Female workers, working in pharmaceuticals firms are samples of the population

Sample Size and Techniques

The phrase sample, in technical terms, refers to the number of observations in a population to be studied. Generally, the sample size should be large enough to have a high possibility of getting genuine results, hence it is necessary to choose the sample size because too small a sample size can lead to inaccurate results. The size of this examination paper is 50 observations. According to probability sampling method. Collected data processed through SPSS software.

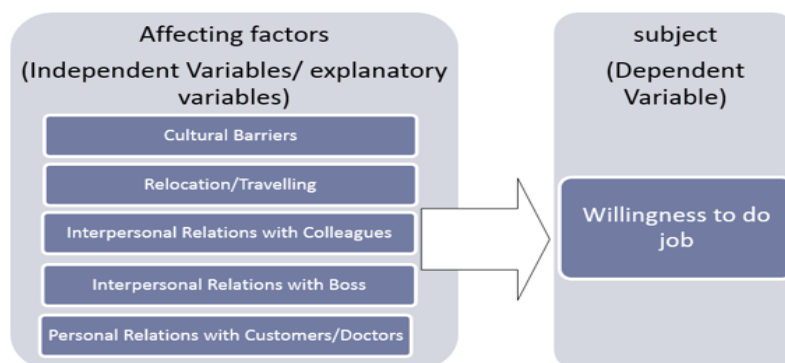


Figure 1: Conceptual Framework

Analysis

Analysis is solely dependent on the nature of the research; for analysis, stationary leads are typically used first. To assess the reliability, spss software was employed in the analysis.

Ample And Variables

Sample of this is female medical representatives and managers.

Dependent Variable

Willingness to join pharmaceutical firm

Independent Variables

Cultural barrier

Relocation /travelling

Interpersonal Relations with Colleagues

Interpersonal Relations with Boss

Personal Relations with customers/ doctors

Model Specification Simple Linear Model

1. Willingness (W) = $\beta_0 + \beta_1$ (Cultural Barriers)

2. Willingness (W) = $\beta_0 + \beta_2$ (Relocation)

3. Willingness (W) = $\beta_0 + \beta_3$ (Interpersonal Relations with colleagues)

4. Willingness (W) = $\beta_0 + \beta_4$ ((Interpersonal Relations with Boss)

5. Willingness (W) = $\beta_0 + \beta_5$ ((Interpersonal Relations with customers/Doctors)

Mean of total population (μ)

Mean of sample population ($\hat{\mu}$)

Table 1
Varibales

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	184.89	5.00	36.97	312.21	.00
Residual Total	1.65	14.00	0.11		
	186.55	19.00			

a. Dependent Variable: Willingness

b. Predictors: (Constant) IRC, CB, IRB, IRP, Relocation

Table 2
Coefficients'

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	-.583	1.445		-.404	.692
IRB	2.548	.459	.165	5.552	.000
CB	3.212	.253	.354	12.690	.000
Relocation	3.304	.315	.344	10.502	.000
IRP	2.674	.258	.326	10.377	.000
IRC	3.579	.323	.351	11.094	.000

Dependent Variable: willingness

Table 1 above depicts an overall picture of the topic showing that almost all the selected factors have a significant impact on current and potential workers' willingness to work in pharmaceutical firms in Badin. Interpersonal relations with Immediate Boss (IRB) have been found to have a significant and positive impact on the willingness of the workers, corresponding to the cited literature and thus providing basis for accepting hypothesis No.01. "There is a significant impact of interpersonal Relations with Boss on willingness of female professionals to join Pharmaceutical firms in Badin." These workers perceive that a female boss could be more convenient to interact with as compared to a male boss due to the prevailing culture.

Table 1, represent an overall view of the topic showing that almost all selected factors have significant impact on workers, willingness to work in pharmaceuticals firm in Badin, there is perceived impact of Cultural Barrier (CB) on willingness to join pharmaceuticals firm in Badin, corresponding to cited literature and thus providing basis for accepting hypothesis no.02, female workers perceived that cultural Barrier impact on willingness to work in pharmaceuticals firm in Badin.

Above table explain an overall view of the topic showing that all selected factors have significant impact on workers, willingness to work in pharmaceuticals firms in Badin. There is perceived impact of Relocation / Travelling (RT) on willingness of workers corresponding to cited literature and thus providing basis for accepting hypothesis no.03. Female professionals perceived that RT impact on willingness to work in pharmaceuticals firm in Badin.

Above table shows selected factors have considerable impact on workers willingness to work in pharmaceuticals firm in Badin. There is perceived impact that to build up Interpersonal Relations with Clients (IRC) on willingness of workers, cited literature and thus providing basis for accepting hypothesis no.04. Female workers perceived that IRC impact on willingness to work in pharmaceuticals firms in Badin, they also perceived that it is very difficult to create relations with male clients being a female in Badin.

hypothesis no.05. female workers perceived that IRCL impact on willingness to work in pharmaceuticals firm in Badin, majority of workers in pharmaceuticals firm are male to build relations with male colleague it is very difficult for female workers in Badin

Above table shows overview of the topic showing that all the selected factors have significant impact on willingness to work in pharmaceuticals firms in Badin. There is perceived impact of to maintain good Personal Relations with doctors (PR) on willingness of workers to corresponding to cited literature and thus provide basis for accepting hypothesis no.06. Female workers perceived that to make interpersonal relations with male doctor it is very difficult for female workers in Badin.

Table 3
Statistics

	CB 1	CB 2	CB 3	RT 1	RT 2	RT 3	IR C1	IR C2	IR C3	IR B1	IR B2	IR B3	IR CC 1	IR CC 2	IR CC 3
valid	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20
missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
mean	3.0	3.2	3.2	3.4	3.2	3.2	3.3	3.3	3.4	3.2	2.9	3.1	3.2	3.1	2.9
	50	50	50	50	50	50	50	50	50	50	50	00	500	000	00
	0	0	0	0	0	0	0	0	0	0	0	0			
median	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
	00	00	00	00	00	00	00	00	00	00	00	00	000	000	00
	0	0	0	0	0	0	0	0	0	0	0	0			
mode	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0

	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.22	.44	.55	.51	.44	.44	.48	.58	.51	.44	.22	.44	.44	.30	.55
Std dev	36	42	01	04	42	42	93	71	04	42	36	72	.44	.30	.55
	1	6	2	2	6	6	6	4	2	6	1	1	426	779	25

Conclusion

Women face various barriers in career development in the pharmaceuticals and marketing fields, such as Cultural, family, society, community, organizational, and discrimination. Furthermore, it is inferred that women face jealousy, misguidance, harassment, and somehow English language barriers in career development.

In laws and relatives create many barriers for women, official issues, and community's negativity about marketing women are also key barriers to women in career development

find out the results, a number of legitimate models and tests were used to obtain ideal findings. Initially, descriptive tests were used to obtain the mean maximum value of each and every value of the dependant and dependent variables.

SPSS 24.0 was used to get the results , both dependent and independent variables were checked , purpose to measure the accuracy , to observed these affecting factors as cultural barrier, travelling /relocation, interpersonal relations with colleagues , interpersonal relations with boss, interpersonal relations with clients on willingness to join pharmaceuticals forms in badin sindh

As we move further to detect the correlation of hypothesis H1, has significant perceived impact on willingness of female professionals to join pharmaceuticals firms in badin. H2, it has also significant impact on willingness to join pharmaceuticals firm in badin. H3, hypothesis number 3 has also significant perceived impact on willingness to join pharmaceuticals firm in badin, same way all the hypothesis were tested to know the results.

Finally, to see if the developed hypothesis is being rejected or not, and as a result, many of the adopted hypotheses are accepted in the long run model

Recommendations

It can be seen that this MPhil study investigated the Barriers to women in the pharmaceuticals sector and its solutions, specifically the pharmaceuticals of Hyderabad region, Sindh, Pakistan. It is found that female professionals I pharmaceuticals sector Hyderabad region, Sindh, Pakistan faces various barriers in the career development. The empirical evidences collected and the literature studied, particularly in Pakistani context have also revealed that female in pharmaceuticals sector face similar barriers. The Social, Organizational, Cultural, Community, Marketing and Family barriers were found in the career development of female professionals in pharmaceuticals sector, Hyderabad region, Sindh, Pakistan. Hence, based on the knowledge gap identified in the thesis and in research literature in general suggest that Pakistani women faces various barriers in the career development in the pharmaceuticals sector, Hyderabad region, Sindh, Pakistan. A reaction to the problems found in the conclusions of each central research question was to prepare recommendations in the light of revealed barriers and its solutions. The suggested recommendations might help the Pakistani pharmaceuticals in general and the Hyderabad region, Sindh, Pakistan's pharmaceuticals companies in particular to strengthen and promote female professionals in their career development.

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