

Spot Driving Innovation in Digital Forecasting for Pharmaceutical Industry: An Empirical Study

¹M. Revanth, ²Dr. S. Meena Kumari

¹Full- time Ph.D Research Scholar,

Research Department of Commerce,

Thiagarajar College-Affiliated to Madurai Kamaraj University,

Madurai- 625009, Tamil Nadu.

²Assistant Professor,

Research Department of Commerce,

Thiagarajar College- Madurai-9, Tamil Nadu

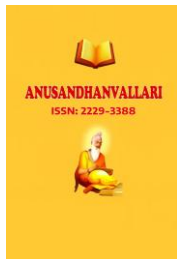
Abstract

Ensuring manufacture acquire to mere manpower and emerging innovation for pharmaceutical "Industry 4.0," companies must adopt profitable and secure development strategies, enhancing performance, sharing, and traceability of medical formulations. The major implementation and innovation for pharmaceutical industry says that significantly advances medical production processes, discovery development, production to give a enrich through Government support for Machine Learning, IoT, and Robotics has enabled automation in warehouses, autonomous transportation, and drone-based deliveries. The increasing demand for traditional and novel drugs drives digitalization, posing challenges for Contract Development and Manufacturing Organizations (CDMOs). The goal is to live product with new innovation market trends and innovation for digitalization and improve supply chain and operational efficiency. This study details supply chain performance through role-specific practices in the pharmaceutical industry, The study focus that digital transformation greatly to affects automation chains, block chain management, and Machine Learning, IoT, and Robotics drive medical strategy adopt new innovative industrial reforms. This paper reviews key digitization aspects, including cloud technologies, and introduces a new stakeholder experience for direct consumer engagement, consists for new Medicare system. The current addresses practical digital implementation solutions and enriches power to motivate such as digital bar-coding systems for emergency tablet medicines to be upgraded and innovation. It focus to recommend identify technologies to advance pharmaceutical industry to pursue the modern rate and adequacy of medicines. The study concludes that virtual technology adoption and innovation can be achieved via digital formatting for code system and control over configurations.

Keywords: Pharmaceutical industry, Digitalization, Good Manufacturing Practice and Internet of Things.

Introduction:

Pharma IoT involves the digitalization of medical products and care processes using smart medical devices and IT services (cloud, mobile, apps, etc.) in drug development, clinical trials, and patient care. By analyzing visitor interactions with digital content, websites, and online resources, Inspire of more overall reproduction for resonate most the channels preferred for engagement, and specific types of information they



seek out. This approach aims to leverage advanced technologies for novel disease treatments. During the pandemic, the pharmaceutical sector rapidly adopted digital technologies, with Covid-19 accelerating technology use to control its spread and mortality. By 2030, the industry is expected to invest over \$4.5 billion in digital transformation. Digital processes are projected to save 20% or more, including a 17% reduction in poor product quality expenses and a 14% reduction in delivery reliability. To predicted that Pharma 4.0 could boost output by 200% and noted that digital changes and automation have led to over 65% reductions in deviations and 60–90% reductions in testing times. Digital transformation is seen as an evolution towards technology-focused processes, it using robust cyber security measures and proven engagement software that meet pharma- level security needs and formation expect to usage. To reinvestment and power the replacing manual tasks that lacked quality and accuracy. This transformation requires a thorough analysis of the pharmaceutical industry's goals and challenges. Embracing a long-term vision to offer 3 to 5 times more benefits to patients at 50% less cost to society, the company has initiated an agile transformation and process optimization through digital technologies.

Objectives

1. To identify and analyse the critical opportunities for digital innovation.
2. To study the reason for adoption digital innovation.
3. To ensure the impact of emerging technologies.

Review of Literature:

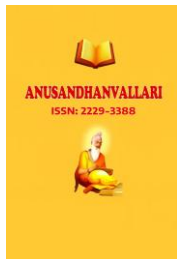
Fekih and Lahami, 2020, a study “**Research on Machine Learning, Block chain, and Artificial Intelligence, and Big Data**” to indicates their substantial potential in the pharma sector. However, adopting these technologies solely for innovation purposes could prove to be costly endeavours.

Reinhardt et al., 2021, has done a study on “**pharmaceutical industry's Industry 4.0**” will contribute to intelligent for automation technology. This study supports advanced manufacturing techniques, including formulating for emergency medicine, adoptive manufacturing, and localized 3D sprinting of treatments.

Faraj et al., 2021, The study attempts in the wake of covid-19, digitalized technology is more important than ever in allowing firms in all sectors to improve performance through better manufacturing productivity, stronger competitive skills, more accurate planning and forecasting, and financial sustainability.

vishwakarma et al. (2022), highlight that digital forecasting will add impetus to innovation in the manufacturing medicine supply sector in terms of business models, product processes and organisational structures, and that traceability will support the pharmaceutical supply chain to achieve sustainable supply performance.

According to **Hariry et al., (2022)**, the academic dialogue around these technologies integrations in pharmaceutical industry, especially from a management perspective, remains in its nascent stages. The discourse is often limited to practice-oriented phenomena with substantial insights buried in practitioner’s journals or generalized within the broader healthcare context, thus overlooking the nuanced implication for management studies.



Ho.et.al (2023) study conducted research on the acceptance of emotional AI for aiding the elderly or individuals with physical disabilities. Thus, to fill the gap in the pharmaceutical industry and Data technology Management studies area, this more comprehensive and focused research has been emerged.

Ma and Li, (2024) a significant challenges for transitioning towards energy- efficient, sustainable practices in the industry was electricity usage. This was applied to both the direct operation of pharmaceutical equipment and supporting systems such as air conditioning and humidity control.

Bukhari & Ahmad, (2024) the study also aimed to find how AI could help improve R&D, that in turn could contribute to the growth of the national pharmaceutical sector. Through empower local study, yet the findings of the study could be implacable and generalisable to the other developing countries as well.

Statement of the Problem:

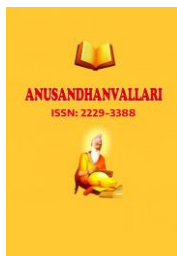
The pharmaceutical sector is recognized as both a facilitator and recipient of economic advancement, with potential contributions to digital expansion. Additionally, this industry yields extensive socioeconomic advantages for communities through job creation, supply chain enhancement, and network growth. It also serves as a key driver of technological innovation within the economic landscape. The intricate role of corporations in embracing digital technologies and promoting innovation is reflected in their products and services, which are typically sought by society's most vulnerable populations.

Research Gap

1. To learn digital technologies and new innovations in current status for Robotics and machine learning access to the pharmaceutical industry.
2. To study the reason for technological innovation and ensure the efficient of medic care system in pharmaceutical industry.
3. To forecast the market trends in block chain management, internet of things for technical analysis of chosen the marketing discovery development ascertain the risk and return for involved.

Key Technologies Used In Pharmaceutical Industry

S.NO	KEY TECHNOLOGY	FEATURES
1	Automation	Automation in pharmaceutical Manufacturing production enhances efficiency by substituting human tasks.
2	Block chain	In pharmaceutical supply chains, block chain technology can trace medicines from origin to consumer
3	Computer Vision in pharmaceuticals	Computer vision facilities the tracking of drugs during shipment and traces.
4	Internet of Things	Pharmaceutical value chain
5	Machine learning, Artificial intelligence and advanced analytics	AI and Machine learning in digital transformation can cut costs for pharmaceutical companies by streamlining manufacturing processes and automating corrective actions, enhancing preventative maintenance.



Innovations and Insights for Pharmaceutical Industry

- 1. Precision Medicine and individual therapies:** Precision medicine introduces a novel to a paradigm shift healthcare system and to apply the form of applying uniform treatments universally, medical practitioners utilize a person's genetic information, lifestyle and personalized treatment and increment for future aspects for pharmaceutical industry.
- 2. Sustainability and Green initiatives :** The pharmaceutical industry to focused to sustainability and green initiatives to organisation its environmental factors on involves reducing carbon emissions through energy to enclosed merger and acquisition medical instruments to efficient manufacturing and energy resources, implementing waste reduction strategies, adopting eco- friendly packaging materials and to developing greener chemical synthesis methods.
- 3. Digital therapeutics:** The programs can be utilize on your phone or computer. They can be provide sound scientific guidance on how to deal with various health issues and inside of individual normal therapies.
- 4. Continuous manufacturing:** In various medicines made to make a faster and smoother to manufacturing, everything happens to a non-stop and smoothly, Indicate the forecasting of medicine come out the same every time and are of better quality.
- 5. 3D Printing of pharmaceutical industry:** The fabrication of personal and insight of a for a medicines tailored to the unlike conventional pharmaceutical manufacturing that typically generates standardized doses, groups to enclosed they can be a children or the elderly, 3D printing offers a solution.
- 6. Robotic process Automation :** Robotic process automation has been integrated into drug manufacturing to enhance speed and precision in various aspects of the production process, Robots are utilize forecasting tasks dispensing, labelling and packaging reducing the potential for human error and increasing production efficiency.
- 7. Block chain for supply chain transparency:** The pharmaceutical products throughout the supply chain are a critical concern. Block chain is a critical concern. It has emerged absolute solution to enhance transparency, traceability and security consists our pharmaceutical supply chain.

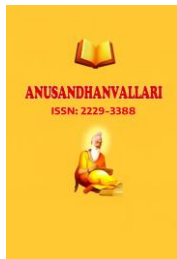
Analysis And Interpretation:

Opportunities for Digital Innovation

Garett ranking

S.No	Variables	Rank						Garett score	Mean Score	Rank
		1	2	3	4	5	6			
1	Increased customer expectation	8	19	7	9	4	3	77	56.44	I
2	Increased external competitors	7	10	14	4	6	9	63	50.76	IV
3	Counterfeit markets	10	9	15	6	6	4	54	54.74	III
4	Easy access to product	14	11	7	6	6	8	46	55.70	II
5	Secure transaction of digital payment	8	12	8	2	12	8	37	50.48	V
6	Cultural changes	6	3	5	17	8	11	23	45.04	VI

Source: Computed Data



The above Garrett ranking table, it is evidenced that Increased customer expectation is the first reason felt within the respondents, the second reason felt Easy access to product within them. And Counterfeit markets which are the third reason felt within the respondents followed by increased external competitors, secure transaction of digital payment and Cultural changes.

Reason For Digital Transformation

Regression weights:

particular	Estimate	S.E	P
Digital transformation Gender	0.52	0.34	0.13
Digital transformation Turnover	-2.90	0.40	0.00
Digital transformation Branch office	7.70	0.51	0.00
Digital transformation Own Branch office	0.15	0.17	0.39
Digital transformation proprietors	1.88	0.30	0.00
Digital transformation Type of concern	1.50	0.34	0.00
Digital transformation pharma unit	3.72	0.44	0.00

Source: Compiled Data

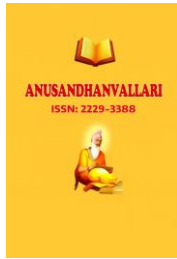
The table shows that a obtaining the regression weights and the p – value for these weights. The results of the regression analysis to be a displayed, standard errors, p – value for all predictors are given. Gender was not a significant predictor of digital transformation, ($\beta = 0.03$, $P = 0.13$), so was Branch office ($\beta = 0.02$, $P = 0.39$), however, Turnover ($\beta = -0.13$, $P < 0.00$); Branch office , ($\beta = 0.27$, $P < 0.00$); proprietors ($\beta = 0.11$, $P < 0.00$); Type of concern ($\beta = 0.08$, $P < 0.00$), and pharma unit ($\beta = 0.17$, $P < 0.00$) were all the significant predictors digital achievement. The variable Turnover had a negative relationship with digital Transformation. This makes sense since this variable was coded as 1- turnover with concern and 2- turnover with others. Digital Transformation stayed with pharmaceutical industry tended to perform with less than participate in counterfeit poor stay with branches.

Impact Of Emerging Technologies In Pharmaceutical Industry

Demographic profile:

Profie	Respondents	Percentage
Type:		
Manufacturing concern	9	18
distribution / dealers	41	82
Turnover:		
Less than ₹ 5,00,000	3	6
₹5,00,000-10,00,000	17	34
₹10,00,000- 15,00.000	18	36
Above ₹ 15,00,000	12	24
branch office		
yes	11	22
no	39	78
Number of branches		
1	5	45.5 (10)
2	4	36.4 (8)
3	2	16.2 (4)

Source: Primary Data



From the above table it could be observed that 18% of the respondents are manufacturing and 82% of the respondents are distribution concerns. It could be inferred that 6% of the respondents having turnover below ₹.5, 00,000. 34% of the respondents are within the turnover of ₹5,00,000- 10,00,000 and 36% of the respondents are within the turnover of ₹10,00,000- 15,00,000 and 24% of the respondents are above ₹15,00,000. It is found that 22% of the respondents having branches, 4% of the respondents are located with three branches and 8% are located with 2 branches.

One way ANOVA:

VARIABLE	GROUPS (Turnover)	N	MEAN	SD	F	P Value
Key Technology	Less than ₹ 5,00,000	3	24.667	4.509	.274	.844
	₹5,00,000-10,00,000	17	25.6471	4.077		
	₹10,00,000- 15,00,000	18	24.667	3.662		
	Above ₹ 15,00,000	12	25.667	3.447		
	Total	50	25.2400	3.717		

Source: Complied Data

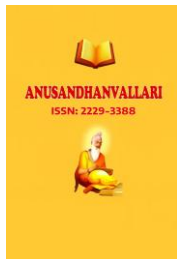
As the p value is more than 0.05, the null hypothesis is accepted. Thus it is concluded that there is no significant influence between the turnover towards the key technologies adopted by Manufacturing and Distribution concerns. The respondents of different turnover group are having the same satisfaction level.

Findings:

1. It is evidence that increased the customer expectation is the first reason felt within the respondents; the second reason felt Easy access to product within them. And Counterfeit markets which are the third reason felt within the respondents followed by increased external competitors, secure transaction of digital payment and Cultural changes.
2. It observed to a variable Turnover had a negative the variable relationship with digital Transformation. Similarly to makes sense. since this variable was coded as 1- turnover with concern and 2- turnover with others.
3. It could be observed that 18% of the respondents are manufacturing and 82% of the respondents are distribution concerns. It could be inferred that 6% of the respondents having turnover below ₹.5, 00,000. 34% of the respondents are within the turnover of ₹5,00,000- 10,00,000 and 36% of the respondents are within the turnover of ₹10,00,000- 15,00,000 and 24% of the respondents are above ₹15,00,000. It is found that 22% of the respondents having branches, 4% of the respondents are located with three branches and 8% are located with 2 branches.
4. As the p value is more than 0.05, the null hypothesis is accepted. Thus it is concluded that there is no significant influence between the turnover towards the key technologies adopted by Manufacturing and Distribution concerns. The respondents of different turnover group are having the same satisfaction level.

Recommendations:

1. The pharma product to face hi-tech and holistic competition to strong support and boost up pharma industry. The government scheme to tackle the dealers through edge over to do benefits given to consumers.



2. Access to affordable pharmaceutical sector low price and high quality of pharmaceutical products and growing at healthy rate.
3. The bottom of branches incurred the respondents given to many access and digital platforms, it focus on discrimination and processing digital tools can be adopted for small consumers.
4. The automation block chain management can be survival for pharma units to disclose the digital technology these key facts to operation for let out to push and emerging hi-tech systematic operation in each pharmacist, dealers, and manufacturers. To operate various circumstances.

Conclusion:

This research to highlights the digital Transformation the pathway for a successful pharmaceutical Industry to adopt the moderate edge over Main challenges are facing to build a stance position in the current Market position. In such case to drug development, production of the close integration of manufacturing information to physical resources. After this focused on the merger and acquisition policy is inevitable for pharma industry to stay existing the key success for future expecting and digital operation and innovation to adopt the various key facts and involving each market platforms. Infinite the keep up with technology by digitalization of the different pharmaceutical functions like research and development relationship with consumer and all dealers, and drugs manufacturing, represent a big challenges facing the industry that have to win it.

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