

## ***Effective Environmental Factors On Moral Marketing In Pharmaceutical Industry***

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### ***Abstract***

This research is performed in order to discuss effective environmental factors on moral marketing in pharmaceutical industry. The adopted research method is descriptive, survey and correlative. In addition, the population of research includes the entire managers and experts of Tehran's pharmaceutical firms. By the use of the Cochran's formula, the sample size was determined as 240 individuals. The samples were collected based on a simple random sampling method. Research data are collected through field studies and library investigations. The research instrument was a questionnaire and the reliability of the questionnaire was calculated as 0.846 through the Cronbach's alpha method. Research data were analyzed through the application of LISREL software and by the use of inferential and descriptive statistical tests. Results of this research indicate that orientation of legal environment (9.35); work environment (8.95) and awareness environment (4.84) have positive effects on moral marketing. On the other hand, orientation of professional environment was found to have no positive effects on moral marketing. Results of rankings indicate that respectively the factors of working environment, legal environment, awareness environment and professional environment have the highest to least importance in terms of moral marketing among pharmaceutical companies in Tehran

***Keywords:*** moral marketing, legal environment, work environment, awareness environment, professional environment

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## **Introduction**

Marketing has its own moral way. In fact, the very principles of marketing guide this profession towards appropriate advertising and correct way of making customers aware of right ways of consumption, validity, clarity and etc. however, in terms of health services, all these counts are feasible under the ethics of medical sciences. Application of marketing in medical fields was first aimed at development of public services and adaptation of concepts of marketing with medical activities. This was a very complicated process and actual development of the entire theoretical knowledge that was specific to medical services began from the beginnings of 70s. Later, during 1980s, for the first time, marketing was accepted as an act for health care organizations. In this regard, from after 1982, advertisements were extensively used as a marketing method for health care organizations. At that time, developmental activities were performed by masters who had no experience regarding effective adaptation with healthcare specific optimization technics. In some cases, it was mistakenly thought that marketing in healthcare services is only related to advertising and sales. From after 1990s, marketing in healthcare services began to include the entire aspects that were required for development of combination of service marketing. Currently, healthcare marketing is still developing and it tries to synchronize itself with advances of technology as well as gradual curing of new diseases. Although that in general the special view that was held towards marketing in 70s which viewed marketing

as immoral is almost vaporized; still in some special aspects of marketing there are problems which have moral nature and cause conflicts between scholars and experts. These problems are sourced from marketing methods which are adopted nowadays in healthcare services, especially in terms of medicine and healthcare productions. The reason for occurrence of moral problems is that medicine and other healthcare products are not like other products. The need for consumption of these counts is a special need which is accompanied by several feelings and high stress and pressure during consumption. Consumers of these products are not merely consumers. They are patients; people with specific and special conditions and people who have health problems. The moral problem here is that advertisements regarding medicine and other pharmaceutical products have directly targeted consumers. This is because the main goal of pharmaceutical companies is obtaining profits by sales of their medicines. They have the power to persuade consumers towards products which they produce. These efforts lead to a conflict between interests of pharmaceutical companies and patients' need for rapid access to medicine. Thompson (1993) defined conflict of interests as follows: it a set of conditions in which professional judgment regarding primary interests is unfairly under the influence of secondary interests such as financial income [573].

In addition, during the past few years, pharmaceutical companies have expanded their marketing efforts and have started using online applications for increasing their sales. Can it now be said

that these facts have trivial or immoral effects? There are several definitions for the word triviality (Apa, 2008; Queen, 2010; Shulman, 2007). Triviality effect can be considered as a type of inappropriate and spontaneous group who use their power and knowledge to affect the freewill of another group. However, here the important point is the phrase of trivial which in medical vocabulary is defined as hurting your health. Even contracted skills of marketing in medical fields can be trivial, because some special or specific marketing skills and technics might impose harms of patients' health. On this basis, marketing activities of a company cannot be considered as a guarantee for the advertised drug. When the health of a patient is on the line, it is wise and necessary to first of all, consider for the consumer. Also treatments must take place through sources free from any commercial intent. Whenever a pharmaceutical company gives incorrect information to its stakeholders and consumers, then this action could be considered as invalid marketing (Omar Sultan Haque, Julian De Freitas, Harold J. Bursztajn, Lisa Cosgrove, 2013: 11-18). This is while nowadays, the industry of pharmaceuticals is considered as one of the largest and key industries of the world. Having such an industry is considered as an important criterion for development of every country. In terms of financial benefits, compared to other industries, after the industries oil, gas and petrochemical production, is the world's third beneficial industry (S. Panah, 2015). This is while the ratio between total expenditures of health care section and gross national production in 2013 was

almost 7%, which is equal to the global average value. Each Iranian person takes up medicine 339 times a year which is four times the global records. Iran's drug uptake is 3 times larger than global standards. In fact arbitrary medicine taking is considered as a crisis in Iran. This is somehow the result of effect of current pricing methods on quality of produced drugs (Middle East economic researchers group, 2015). Discussing the status of production and distribution of drugs in Iran indicates that although that a large portion of consumed medicines in Iran are domestic productions, there are still some imported drugs with very high prices. This means that new technologies in the industry of pharmaceuticals are becoming a major threat for Iran's medicinal independence. On the other hand, lack of a proportion between the value of domestic medicines and price of foreign medicines has led to formation of inflation in value related statistics of imported drugs. This situation has resulted in fragility of medicinal system of Iran, because if domestic productions were stopped due to competitions between domestic and foreign drugs, then a large amount of pressure will be put on Iran's healthcare system. On the other hand, lack of a determined strategy in Iran's healthcare system has made ambiguities regarding the orientation and destination of this industry. Codification of a general strategy can provide this industry with a bright perspective and can also reduce the challenges of this sector significantly. However, it should be considered that while codifying strategic programs in Iran's medical system, the industry of pharmaceuticals must be viewed

as an extensive supply chain, in a way that policies and programs are considered for every loop of this supply chain. Focusing on problems in a section not only won't solve any issues, but also spreads the problem towards other loops of the supply chain (Siavash, 2014). On this basis, identification of effective environmental factors on moral marketing provides us with a more comprehensive view regarding importance and necessity of moral marketing among medicinal companies. For this purpose, the present research tries to investigate effective environmental elements on moral marketing among pharmaceutical companies of Tehran.

## **Theoretical literature**

### **Morals in marketing**

The concept of marketing is based on providing a service and obtaining mutual benefit. The concept of marketing moves economies towards supplication of numerous needs of millions of consumers through an invisible hand (Cutler and Armstrong, 2009).

In a commercial company, marketing is tightly related to moral misuses (Murphy and Luzenac, 1981). In addition, the most challenging context in terms of professional ethics is marketing morals (Abbas Nejad et al. 2012). Marketers usually face many moral and ethical uncertainties (Cutler and Armstrong, 2009). Usually it is not clear what is the best thing to do and the reason for this is that marketing is related to customer satisfaction, therefore marketing is exposed to public and is subject to public scrutiny and analyses as well (Murphy and Luzenac, 1981). Comparing the old

and new definitions of marketing reveals the increasing attentions towards moral marketing. For an instance, we elaborate on America's marketing society's new and old definitions of marketing:

Old definition: the process of management and scheduling the market including production, pricing, propagation and distribution of goods, ideas and services aimed at exchange of personal and organizational satisfaction.

New definition: process of creation of value and making customers aware and management of relations with customers in a way that benefits are gained by customers and interested parties of the organization ( Rezaei and M. Shafiei 2010).

### **Moral counts in marketing researches**

Moral issues are usually extremely complicated and sensitive. Sometimes a person as a marketing researcher needs to make decisions that require evaluation of moralities. When the high management of an organization declares that employees' immoral behaviors are not tolerated in any way, marketing researchers will then face fewer moral issues.

One of the recent investigations in past few years shows that the boldest moral issues for researchers include honesty in research efforts and establishment of balance between the benefits of the self and benefits of others.

Different research projects which fool the customer or consumer include:

- 1- False IDs
- 2- False promises for keeping the responder anonymous

3- Lack of compensation for efforts of the interviewee such as providing the summary of results or giving rewards.

4- Lying regarding the length of questionnaire and required time for completion of interview

5- Selling products under the title of marketing research

Every country has its own specific rules and regulations for avoidance of moral issues and companies and organizations also obey these regulations. For example, currently in Islamic republic of Iran, any advertisement without considering for moral, Islamic and social standards is prohibited (Dr. D. Venous et al. 2015:37-38).

### **Moral principles of marketing**

In terms of studies regarding principles of morals in marketing, it can be referred to two important series of studies: 1) a set of instructions which guide managers towards moral situations, 2) decision making models which can be used by managers in moral situations.

### **Moral decision making models**

One of the newest moral decision making models is provided by Boomer et al. (1987). This model signifies the relation between effective elements on moral behavior and intervening structure of personal decision making.

### **Moral principles of positive marketing**

Hunt and Vital (2006) provided a comprehensive model of morals in marketing. The HV theory is a general and comprehensive theory for moral decision making. This model simulates a situation of a person with a problem with

moral essence and shows the processes that the person goes through. If the person does not comprehend moral situations, then the following elements are not applied. But when the individual has felt and comprehended that situation, the next step will be comprehension of various possible options or actions that might solve the moral problem. The ultimate difference between behaviors of people in situations with moral content may source from the difference in their sets of perceived alternatives. When an individual comprehends a set of alternatives, then he or she will have two types of evaluation. These include task oriented evaluation and teleological evaluation. In the process of task oriented evaluation, the person evaluates the inherited appropriateness or inappropriateness of each of the alternatives. This process includes comparison of behaviors of each of the alternatives or a set of predetermined task oriented norms. These norms indicate the person's personal values and moral behavior principles. In fact these norms are due to public beliefs regarding things such as honesty, cheating and etc. ; beliefs regarding special topics such as decisive advertising, safety of products and etc. in contrast, the theological evaluation process is based on four structures which include: 1) perceived consequences of each of the alternatives for each of the beneficiary groups, 2) possibility of occurrence of each result for each beneficiary group, 3) desirability or undesirability of each of the results and 4) importance of each beneficiary group.

### **Effective elements on moral marketing**

Jamnik (2011) believes that in future, marketing will be challenged in different ways and these challenges will be sourced from three main current sources:

The first is technology innovations including computers, monitoring services, internet, pagers and etc. in fact electronic marketing will increasingly form more moral complications for marketers

The second source is the increase in effects of global competitions. Development of products, pricing strategies and advertising programs will be increased and accordingly, questions will rise regarding moral appropriateness and validity of produced goods, their prices and solutions for propagating them.

The third source is continuous development and deployment of marketing activities in unconventional businesses. For example marketing for schools in a way that nowadays, even the teachers and principals have been engaged in marketing activities too. Expansion of marketing activities in religious and political contexts is evident as well.

Hue Tack et al. (2012) have discussed important factors that reduce immoral behaviors among representatives of insurance companies in the country of Korea. In their research, they discussed the effects of the following issues on immoral behaviors of representatives:

- Organizational elements including complexity of products and variability of products
- Environmental elements including intensity of competitions

- Features of products including complexity of products and variability of products

Their findings indicate that inappropriate sales of financial services can occur as a result of features of the product or the service.

This research gives hints of a positive relation between degree of moral education and moral views of salesmen. In fact, as an organization puts more emphasis on education of morals, its salesmen will probably have an improved moral attitude and vice versa. Existence of low and inadequate moral attitude can lead to occurrence of behaviors immoral such as inappropriate sales. There was also a significant and positive relation signified between moral atmosphere of the firm and salesmen's moral attitude. If the salesmen comprehend the moral atmosphere of the organization, then most probably their moral attitude will take effects from this comprehension and they will be more prone to moral behaviors. Ultimately, there was a positive and significant relation discovered between intensity of competitions and salesmen's moral attitude. This shows the perception of salesmen of competition in the era of the industry in which they work.

### **Empirical literature**

Abbasi (2014) performed a research titled as developing a model for effective factors on moral marketing and its effects on marketing. His results indicated that effects of personal factors, organizational factors, special environmental factors and general environmental factors on moral marketing have been approved. In addition, the positive effects of adherence

to moral principles on marketing performance of the company of Mahban-Daroo was approved and clarified.

Firoozi (2014) performed a research titled as awareness of customers of immoral marketing and its effects on negative viral marketing among consumers of make-up and hygienic products of the company of MY in the city of Karaj. His results indicated that awareness of customers about immoral marketing reduces the quality of the relation with customer as well as the special value of the Brand name. On the other hand, it increases negative viral marketing. Other findings of this research have indicated that the quality of the relation with customer has a positive and direct effect on Brand name's special value while having a negative significant effect on viral marketing. However, no significant interaction was observed between brand name's special value and negative viral marketing.

Khodadadian (2014) carried out a research titled as adherence to moral values in advertising and its effects on consumers' behavior. He concluded that by introducing ranking to structural equations between moral values of consideration for a healthy competition in advertising, among media advertising and non-media advertising had the highest effects on the behaviors manifested by costumers.

Rahgozar (2014) carried out a research titled as discussing the effects of social responsibility of companies on quality and the result of the former relation. They concluded that all aspects of social responsibility of companies have a positive and direct effect on the quality of the relation between employees and the

organization. This relation is in a way that humane and moral responsibilities have the highest effects on organizational trust. On the other hand, moral and legal responsibilities had the highest effects on job satisfaction. Furthermore, the dimension of moral responsibility had the highest effect on organizational commitment through intervention of job satisfaction.

The founders of the school of bioethics in UNESCO have written a book (2013) under the title of moral affairs resulted from effects of pharmaceutical companies on the science of medicine. In their book they have encouraged the need for education regarding the issue of ethics. This book has elaborated on a series of questions and moral issues and tries to address those issues which have been caused by the pharmaceutical industry in terms of medical sciences in the present era.

Daniel Adrian Gordon and Loliana Petron Ella Gengo et al. (2013) carried out a research titled as "is application of principles of marketing in medical services a moral challenge?" this research suggests that usually physicians view their jobs like performance of a treatment that goes beyond the borderlines of mere commercial activity. From this point of view, making use of a combination of marketing and healthcare providing becomes a challenge for the market owners and in fact, mixes a sort of special social marketing aimed at development of healthcare related marketing.

George P. Sloop, Mahmoud Hadi Pour Dehshal and Mehdi Tabrizi (2013) carried out a research titled as pharmaceutical companies and physicians: evaluation of

their relation plus root finding for incompatible relation between pharmaceutical companies and physicians. This research provides solutions for reduction of irreparable results and magnification of positive effects such as establishment of connection and relation between the entire organs included in public healthcare.

Sawant Atish (2009) carried out a research titled as sales of health: irreparable effects of pharmaceutical marketing manifest that the most potential cause of this conflict is the belief in this issue that not only pharmaceutical advertising benefits are not related to the income obtained from it, but also it contains other contexts as well. These advertising might provoke those people who don't require visiting a physician towards taking medicine.

Rodriguez Marley Shellie S. (2007) carried out a research titled as the manner of influence of the relation between medical marketing and physicians' prescription behaviors. Is there a moral conflict? According to the tested achievements in terms of theory and results of empirical studies, the author of this research validated the relation and interaction between medical and pharmaceutical advertising and physicians' prescription behaviors. Findings of this research indicated that most of the prescribed medicines are those recommended by pharmaceutical companies. This is while the highest source of information regarding learning about drugs is provided by pharmaceutical representatives. This action itself will bare more conflicts.

From the point of view of marketing, results manifested that applied communicational systems are inadequate and therefore, pharmaceutical companies should reduce their marketing expenses and put more emphasis on research and development programs in the entire globe. Jill A. Fisher (2008) performed a study named practicing morals in research: physicians of the private sector and pharmaceutical laboratories. The author of the study concluded that as physicians in 1980s who had considered for moralities prior to performance of research, today's physicians also have endeavored for development of tactical systems in the context of research morals. This research work elaborates on the issue that private sector physicians have conceptualized their moral strategies according to pharmaceutical companies which employ them, and that their moral strategies do not have a least consideration for humane issues. It cannot be said that these physicians do not obey the official regulations of United States of America regarding human rights; rather their financial relations with pharmaceutical industries has put a deeper effect on their researcher identity. David W. Mc. Fadden et al. (2007) carried out a study titled as devil in details: pharmaceutical industry using gifts for physicians and marketing strategies. They concluded that currently, there are unconventional activities which affect the relation between pharmaceutical companies and the career of medicine. Other than national and local regulations, there are no other rules subject to these relations. The interactions between these two groups should not be neglected. Both



of these groups should reconsider their responsibilities towards patients and stakeholders.

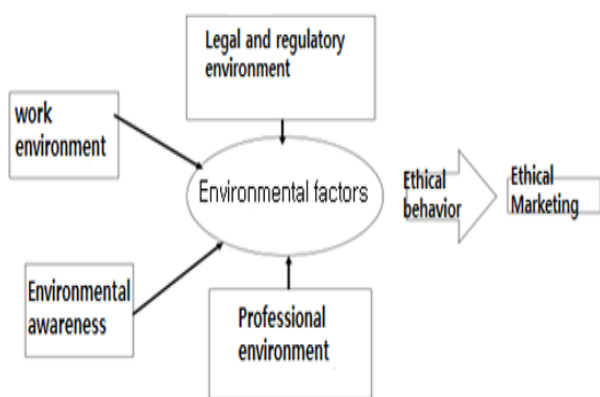
**With respect to theory basics, the main hypothesis of the study is as follows:**

**Main hypothesis:** environmental factors have a positive effect on moral marketing in pharmaceutical industry.

Subsidiary hypotheses of the research are as follows:

- 1) Legal environment has a positive effect on moral marketing
- 2) Working environment has a positive effect on moral marketing
- 3) Awareness environment has a positive effect on moral marketing
- 4) Professional environment has a positive effect on moral marketing
- 5)

**6) Conceptual model of the study**



**Figure 1, conceptual model of the research** (Working environment [goals of the company, policies of the company, culture of the company]; Awareness environment [online, magazines and articles]; professional environment [relation with physicians, relation with universities, direct customer relation]; legal environment [executive organizations (food and drugs ministry);

judicial system (courts), Moral behavior, Moral marketing)

**Research methodology**

Since the objective of this study was to determine objective relations between effective environmental factors on moral marketing among pharmaceutical companies, the study is considered as an applied research and also in terms of manner of data collection, it is considered as a descriptive-correlative study based on a structural equations model. The population of this research includes the entire managers and experts of pharmaceutical companies of Tehran. The population includes 644 individuals among whom, by the use of the Cochran’s formula, a number of 240 individuals were selected as the sample of research. The sampling method adopted was a simple random sampling method. The instrument of the research was also a questionnaire that was based on a five degrees Likert scale (completely agree [1]; agree [2]; neutral [3]; disagree [4] and completely disagree [5]). In order to test the hypotheses of the study, first the reliability and validity of the questionnaire was discussed through the application of the Cronbach’s alpha method. The calculated alpha coefficient was larger than 0.7 for the entire variables of the conceptual model. This value gives indication of a suitable validity and internal consistency of research structures.

**Table 1, Variables’ calculated alpha coefficient**

variable	Cronbach’s alpha
Legal environment	0.824
Working environment	0.807
Awareness environment	0.798
Professional environment	0.780
Moral environment	0.819

**Investigation of research hypotheses:** for investigation of the hypotheses, first the distribution of research data should be discussed. In order to decide regarding using parametric tests or non-parametric tests, we try to investigate the normality of distribution of research data through application of the Kolmogorov-Smirnoff test. Results of this test are shown in table 2.

$$\begin{cases} H_0 \\ H_1 \end{cases} \quad \begin{matrix} \text{Normal distribution} \\ \text{Non-normal distribution} \end{matrix}$$

$$\begin{cases} H_0 \\ H_1 \end{cases}$$

With respect to hypothesis testing, normality of hypotheses is validated

**Table 2, results of investigating the distribution of research data**

variable	Sig.	error	K-S statistic	Result
Legal environment	0.214	0.05	1.029	Normal
Working environment	0.246	0.05	1.023	Normal
Awareness environment	0.514	0.05	0.819	Normal
Professional environment	0.266	0.05	1.070	Normal
Moral marketing	0.504	0.05	0.821	Normal

**Findings**

In order to analyze the hypotheses, the technic of modeling for structural equations was applied through the LISREL v.8.5 software. The model is tested for the main and subsidiary hypotheses through route analysis. Table3 determined the entire titles of variables incorporated into the study.

**Table 3, abbreviations guide for model variables**

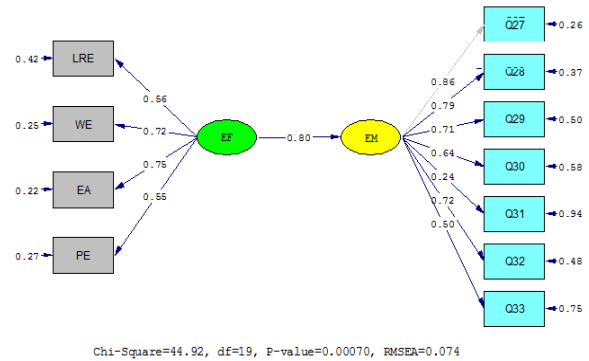
index	abbreviation
Legal environment	Environmental Factors (EF)
Working environment	Legal and Regulatory Environment (LRE)
Awareness environment	Work Environment (WE)
Professional environment	Environmental Awareness (EA)
Environmental factors	Professional Environment (PE)
Moral marketing	Professional Environment (PE)

**Research findings (population of pharmaceutical companies)**

**Main hypothesis test:**

Figure 2, shows the structural model of main hypothesis of the study. Also figure 3 shows the structural model of main hypothesis of the research in significance mode.

**Figure 2, structural model (standard mode)**



**Figure 3, structural model (significance mode)**

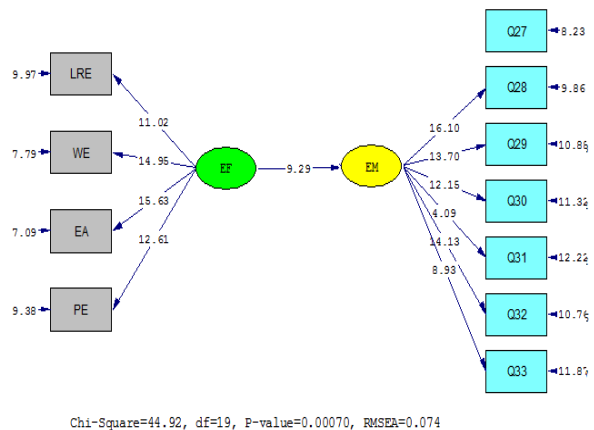


Figure four indicates the significance of the relation between variables. If the value of the t statistic is located between 1.96 to -1.96, then the adjusted variance value will be considered as meaningless. With respect to the output of figure 3, the entire coefficients with a value larger than 1.96 are statistically acceptable.

Table 4, shows the results of objective analysis of the structural model for testing the main hypothesis. Model results verify the effects of environmental factors on moral marketing.

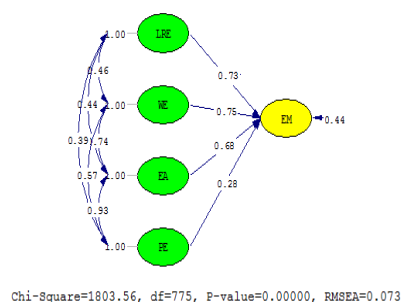
**Table 4, main hypothesis test results**

Test result	T statistic	Beta coefficient	hypothesis
verified	9/29	0/80	Effects of environmental factors on moral marketing

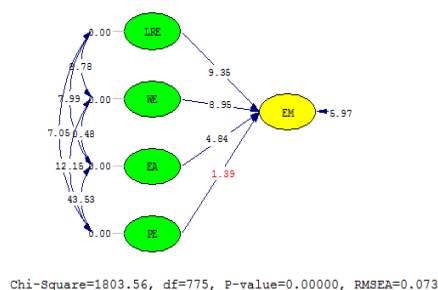
**Subsidiary hypotheses testing**

Figure 4 shows the structural model of research hypotheses in significance mode. Also figure 5 shows the structural model in standard mode

**Figure 4, structural model of subsidiary hypotheses in significance mode**



**Figure 5, structural model of subsidiary hypotheses in standard mode**



**Table 5 shows the results of objective analysis of the model of structural equations for testing the subsidiary hypotheses of the study**

**Table 5, research hypotheses testing results**

result	Test statistic	Beta coefficient	hypotheses	
Denied H0	9.29	0.80	Effects of environmental factors on moral marketing	Main hypothesis
Denied H0	9.35	0.73	Effects of legal environment on moral marketing	Subsidiary hypotheses
Denied H0	8.95	0.75	Effects of working environment on moral marketing	
Denied H0	4.84	0.68	Effects of awareness environment on moral marketing	
Verified H0	1.39	0.28	Effects of professional environment on moral marketing	

In general, while working with the LISREL software, each of the indices obtained for the model alone cannot be considered as a reason for fitness for lack of fitness of a model. Rather these indices should be interpreted along each other. If the  $X^2$  and the alternative fitness tests show that model is sufficiently fit, then the elements of the fitted model are selected and the focus is also shifted on these elements. Table 6 shows the most important of these indices and reveals that the model has a suitable and sufficient fitness. The entire indices indicate the

fitness of the model with observed data. Indices of model fitness, with respect to the fact that the ratio between the Chi-Do and F.D values is smaller than 3, show that the RMSEA index is also smaller than 0.08. On the other hand, all the entire indices are in suitable levels and this shows the fitness of the model. In other words, the total framework model is significant, meaningful and acceptable.

**Table 6, model fitness indices**

Table 6, model fitness indices

Fit index	Model value	Desirable value	Result
$\chi^2/df$	2.32	<3/00	Suitable fitness
GFI	0/91	>0/90	Suitable fitness
AGFI	0/95	>0/90	Suitable fitness
RMR	0/011	<0/05	Suitable fitness
NFI	0/95	>0/90	Suitable fitness
NNFI	0/94	>0/90	Suitable fitness
IFI	0/95	>0/90	Suitable fitness
CFI	0/94	>0/90	Suitable fitness
RMSEA	0/073	<0/08	Suitable fitness

**Conclusions**

Investigating the dimensions of effective environmental factors on moral marketing has not been subjected to extensive research. Results of this research are tested through the route analysis method. Existence of empirical evidence among the population of pharmaceutical companies indicates that legal environment, working environment, awareness environment and professional environment are effective on moral marketing. In addition, results of this research have shown that professional environment doesn't have a significant effect on moral marketing. Results of

prioritization of effective variables on moral marketing show that the highest priorities were respectively attributed to: working environment, legal environment, awareness environment and professional environment.

**Research limitations**

Not unlike any other research this study has had its own limitations. Some of the limitations are sourced from the population. Among these it can be referred to lack of precision of the participants of the population while answering the questions and exclusiveness of the population to a

specific organization. Other limitations of the study belong to scientific contexts. This is due to extensiveness of the field of study, abstractness of some of the concepts and limitations of the data collection instruments.

### **Recommendations**

The purpose here is not to prescribe for diagnosis and treatment of moral problems which are the results of effects of the pharmaceutical industry on clinical performance of physicians at the time of deciding in uncertain situations. Rather, the best moral solutions should include creative strategies for providing a better facility. Also, one must simultaneously consider for primary and secondary benefits yielded from these collaborations. However, the main key to this issue is education. It is noteworthy to mention that as hurtful as certain moral justifications regarding complex reality models can be, forgetfulness can also lay the same results and risks.

**New clinical monitoring:** the first step for making correct decisions is to make use of the entire knowledge and information from entire participants of the society. Therefore, making decisions in healthcare systems and especially in terms of medical dosages should be like the decision makings which occur behind closed door. In other words, decisions must be practiced with collaborative responsibility.

**Recognition of appropriate marketing tools in healthcare services:** in general, this research shows a challenge and simultaneously depicts a necessity. In our view, it is possible to desirably make a complete use of marketing in healthcare services. Only if correct and appropriate tools were diagnosed. The need for marketing in terms of healthcare services

may become a main apparatus of the society.

**Clarity:** in order to obtain a clear and crystal like society, medical and pharmaceutical practitioners should disclose a list of their entire partial and full time employees. Making contracts with counselors and scientific pairs who play significant roles in decision makings may guarantee the benefits of pharmaceutical companies. This means that even if they are experts or suitable scientific assistants, while in contact with a specific pharmaceutical company, they should not be included in programming and planning sessions and meetings.

**Self-monitoring policy in pharmaceutical companies:** pharmaceutical companies can make use of self-monitoring instructions and guides.

**Supporting research:** nowadays not much debate goes around research activities supported by companies. In addition, the approaches of healthcare services have not changed as well. In fact, private sector plays an important role in today's civilized world. In this regard, supports of pharmaceutical companies from research projects are appreciated.

**Activation of pharmaceutical committees of hospitals:** one of the ways which is applied by pharmaceutical companies is keeping the physicians unaware of their medical information. On this basis, developing clinical committees will improve physicians' awareness regarding evaluation of validity of information provided by pharmaceutical companies.

**Activities related to making patients aware of generic and exclusive drugs:** many of allergies towards generic drugs are sourced from lack of information

regarding their manner of entering the markets. Making patients aware with sufficient and adequate and appropriate information reduces their ambiguities regarding reduction of production of generic drugs.

**The standard for relation between pharmaceutical companies and physicians:** In advanced countries relations between physicians and pharmaceutical companies is restricted.

**Structure:** Directors can task others with the responsibility of moral values. Not only this act focuses the organizations' time and energy on a particular issue, but also it clarifies the importance of moralities and ethics for every individual.

**Educational programs:** in order to guarantee that moralities are considered for in daily decision makings, many companies mix their morality principles with their educational programs. In some companies the program of education of

moralities is an obligatory online session for everyone.

**Code of ethics:** code of ethics is an official statement including the values of the company which focus on moralities and social responsibility. This code makes employees understand the objective of the company and that, what it expects from its employees.

**Disclosure mechanisms:** confidential emergency phone is an important mechanism for employees to share their views regarding moralities. Blaming organizations is to some extent dependent on the fact that if people had intentions of reporting illegal activities or dangerous and immoral ones.

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