

PREDICTORS OF QUALITY OF WORK IN THE INDIAN PHARMA INDUSTRY: A PERCEPTUAL STUDY AMONG MEDICAL REPRESENTATIVES

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ABSTRACT: The medical representatives are the primary contributors to the extraordinary growth of the Indian pharmaceutical industry, which has a 9.5% annual growth rate. Medical representatives are the backbone of pharmaceutical companies and play a difficult role in advertising and delivering products or services to customers as they operate in the field, collecting feedback, resolving issues, and sensing market conditions. The study aims to increase the engagement and productivity of medical representatives and, in turn, assist the pharma industry in retaining their employees for growth by analyzing the factors affecting their work life. This study examines the relationship between work quality and job satisfaction among medical representatives in the pharmaceutical industries in Salem and Erode districts. To meet the study's objective, a perceptual survey was conducted by collecting data from 161 medical representatives working in Salem and Erode districts using a structured questionnaire and analyzing the data using statistical tools, including reliability, ANOVA, correlation, and regression. The research contributes to formulating a policy that encourages the retention of medical representatives and boosts their productivity in the pharmaceutical industry.

Keywords: Quality of work, Medical representatives, Pharma industry, Job satisfaction, India

1. Introduction

In 2017, the Indian pharmaceutical industry was a significant hub for generic medicines and vaccines, with a market value of approximately \$33 billion. In 2017, the Indian pharmaceutical market expanded by 5.5%. In March 2018, the market sales increased by Rs 10,029 crore or 9.5% annually. The most exciting fact is that drugs manufactured in India are exported to approximately 200 countries, and by 2020, India will be the leading manufacturer of pharmaceuticals on a global scale. Thus, the Indian population's life expectancy has gradually increased due to the innovation and expansion of the pharmaceutical industry Gadhiya et al. (2021). The medical representative is currently at his highest point, putting the remaining resources into his strategy. However, in recent years, this particular design has been deemed obsolete. The need to reorganize the marketing force to accommodate the ever-changing conditions of the medical industry has sparked a heated debate. This analysis will investigate the current and upcoming sales strategies in the Indian pharmaceutical industry, the nuances of the incoming methods, framework gaps, and the potential future of the Healthcare sales paradigm. Technology has permeated every aspect of this business, and it has been scientifically demonstrated that its use produces exceptional results. In the pharmaceutical industry, a transition has occurred. In selecting respondents from the pharmaceutical industry, this study is similar to the current one in the COVID-19 pandemic. Joao Leita (2021) was similar to the present study highlighting the

importance of the quality of work life of the employed people. Saswothi et al. (2020) was similar to the current research in understanding the work ambiance of the medical representatives in the Indian purview.

Regardless of the other industries, the quality and commitment of the pharmaceutical industry play a preeminent role in meeting the goals and satisfying the needs of end consumers. It takes at least ten years of research and development to discover and receive approval for a new drug. Only over-the-counter drugs fall under B2C marketing, while prescription drugs fall under B2B marketing. In B2B marketing, medical representatives meet with doctors to promote their company's drugs, perform marketing activities, collect drug-related questions from patients and healthcare professionals, and oversee the distribution process. Thus, the current study provides a clear understanding of the nature, quality, and other factors influencing the work quality of medical representatives. Adamopoulos and Syrou (2023) investigated the excellent and adverse effects of medical representatives and their major significance for professional burnout, measuring levels, and learning at PHCS. It emphasized the influence of the COVID-19 pandemic on the PHCS association and its links to professional burnout. This study was in line with the present research where the quality of work life was assessed among the medical representatives of the Indian Pharma industry

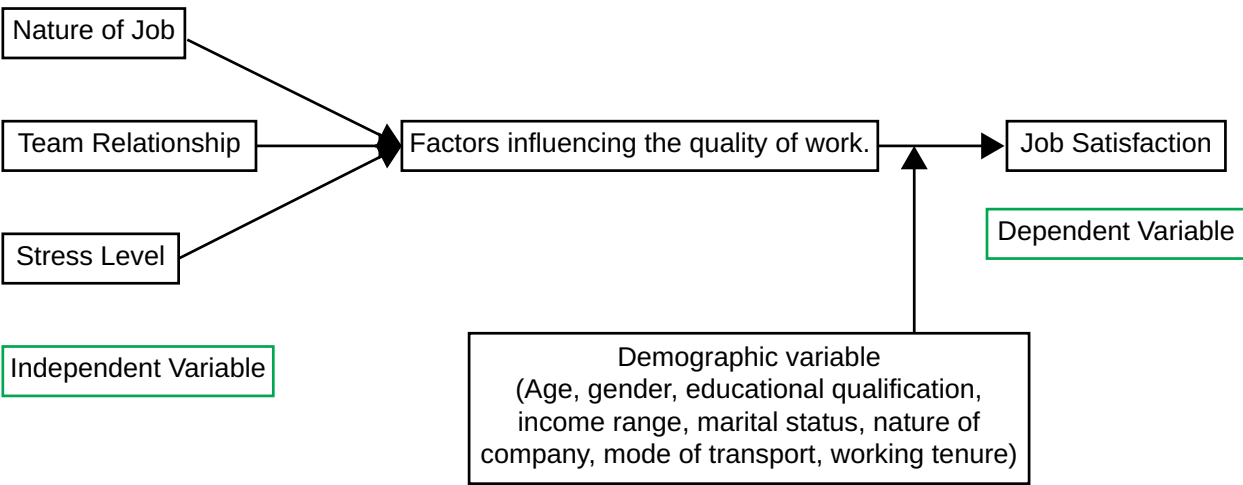
Almaghaslah and Alsayari (2023) also focussed on the perception of the medical representatives in terms of

their job satisfaction and related factors similar to the core objective of the present study. Hence it is obvious that the present research is in line with many recent researches, which in turn highlights the need for the current research to understand the factors causing a quality work life for the medical representatives of the Indian Pharma industry. In general, to identify the reason for the employee's job satisfaction, a survey by timesjob.com reveals that 60% of the employees are unsatisfied with their current jobs, and almost 80% of the population is about to switch to a new job. The survey depicts that most employees set their level of job satisfaction, including work-life balance, job security, salary, rewards and recognition, etc. In terms

of research and publications, this study concentrates on the pharmaceutical industry's managerial (non-clinical) aspects, as there are so many research articles available only on the clinical aspect of the pharma industry.

This study examines the relationship between the factors responsible for the work quality of medical representatives and their job satisfaction. In addition, the study helps to identify the difficulties in comprehending their perception of the personal profile of the representatives. Overall, the present study emphasizes the quality of work performed by the medical representatives of the Indian pharmaceutical industry, which has received less attention in academic studies.

2. Research Model



3. Review of literature

Mutua, Singh, and Njoroge (2023) investigated workplace anxiety levels and associated characteristics across the Kenyatta National Hospital's nurses who served in operation rooms. The study uncovered contradictory findings regarding the relationship between certain factors and workplace stress. There were differences in work-related stress based on age, gender, and level of education. However, there is no distinction between categories of workplace stress and relationship status. Individual internal factors and occupational stress had no statistically significant correlation. Additionally, the study suggests that initiatives to improve employee retention be implemented. Such initiatives include providing suitable social welfare services and performance evaluations that result in employment expansion, advancement opportunities, and various forms of recognition.

Zhang et al. (2023) demonstrated that the psychological well-being of those who work in continental China's construction industry is poor. It also emphasized the fundamental comprehension of psychologically stressful events, methods for dealing with them, and results among building employees in the mainland nation of China. According to a survey of 336 people, stress causes include stringent job-related requirements, occupational threats, poor encouragement, conflict between work and family, a poor working environment, and inadequate social support. Generally, problem-focused coping strategies are preferred to passively centered around emotions and dysfunctional coping methods, which have been associated with poor psychological outcomes. They discovered that the prevalence of moderate to severe depressive disorders, stress, and anxiety was elevated, resulting in poor mental health outcomes. Sonnentag, Tay, and Nesher

Shoshan (2023) examined wellness and health and correlated observed work qualities and professional behaviors. The research emphasized the importance of technology-enabled engagement for job performance, flexibility in well-being, micro-interventions, and wellness. It had an intercultural and worldwide perspective and explored the challenges of inclusiveness and diversity in organizations. This presented recommendations for future investigation and highlighted tangible benefits that may enhance the well-being and health of workers (Almaghaslah & Alsayari, 2023).

Doing a socially significant job, earning a good salary, and advancing one's career were cited as the leading incentives for participants to enter this industry. The medical professionals discovered common misconceptions about the industry, such as a lack of honor and value and acceptance of business ideals, were false. Respondents reported high job satisfaction, strong motivation, and few intentions to leave the field. Lopez, Kasap, and Toma (2022) investigated the essential elements of firefighters' stressful work environments and Kuwait's exceptionally stressful employment sectors. Their profession is considered the most demanding because they deal with dangerous situations and tasks. The study employed behavioral agreements to investigate potential elements in how they live and their work environment, expectations, etc., and to determine which issues were more significant as stressful firefighting circumstances. Among paramedics in the region, the most common sources of stress are witnessing and enduring horrifying events during their work and being afraid of complications, and a negative correlation exists between age and the belief that one is aware of pressures. In recent years, researchers have examined factors affecting the quality of work in the healthcare industry, such as occupational stress, mental illness, anxiety, insomnia, distress, and burnout.

A recent work by Olutende et al. (2022) dealt with the types of occupational stress nurses encounter in Kakamega. Further, a work by Shah et al. (2021) demonstrated the increase in mental illness among health workers in Kenya during the covid-19 situation. Shah et al. (2021) evaluated the negative impact of job-related variables on psychological well-being and if organizational methods mitigated these consequences. A survey was used to collect information about pandemic-related circumstances at work amongst 1499 full-time Taiwanese physicians. Extended work hours, workplace bias and relocation were analyzed as part of this study. According to the logistical regression analysis of the study, increasing time spent at work and professional

discrimination were associated with low psychological well-being and a desire to leave the workforce. The research demonstrated the effectiveness of measures to reduce prejudice and organizational techniques, such as those used to promote nurses' health during a pandemic. JoaoLeitao (2021) explained that by incorporating the variables associated with QWL into the trichotomy of (de)motivators of worker efficiency in working environments, this research aims to evaluate the consequences of burnout as a facilitator of the association between workers' rating of their work life (QWL) and their opinions of their role in contributing to the company's performance. (Saswothi et al., 2020). According to the above poll, female healthcare representatives work full-time. Many responders felt that they are not treated differently than male medical representatives. According to the responses, numerous benefits exist, including decent employment with a sufficient wage and time flexibility. According to many respondents, the concept of a Female Medical Representative is still in its infancy in India. It may become more prevalent in future generations.

Ćulibrk et al. (2018) described commitment, job satisfaction, and job involvement by conducting different studies in Serbia and southeastern Europe. Cheramie, Sturman, and Walsh (2007) founds that executives change their job to upscale their designation, pay, job satisfaction, rewards, and the mental stability to handle targets that employees feel the other organization would give them. Ramkumar et al. (2016) identified the job-hopping behavior of IT professionals by observing that those aged 21 to 30 frequently changed jobs, whereas those aged 35 and older attempted to maintain their current position. Aside from age, the pay attracts the employees to move on to the next job. The results of Farid and Azam (2014) study on the formation of sales territories and their implications revealed that there was no significant gender difference but that there was a correlation between age and education, and stress management. Bakotić (2016) studied the relationship between job performance and job satisfaction and found a strong relationship between job satisfaction and job performance. Mathimaran and Kumar (2017) discussed the problems an organization faces in retaining their employees, and the study describes the various literature and research work on employee retention.

Sudhakaranl and Senthil Kumar (2017) analyzed the job retention of IT professionals in India and concluded that pay, leadership, benefits, career development, and work-life balance are the factors that influence an

employee's decision to leave an organization. Mohture and Laturkar (2014) study measured the factors that a medical representative faces daily, which revealed that medical representatives are driven by external and internal pressure, such as waiting time, targets, and salary issues. Thus it paves the way for frequent switching of jobs. Pranaya (2014) reviewed that most people defined job security, satisfaction, conflict between co-workers, better pay, and lack of organizational promotions as making employees switch jobs based on expectations. Das and Baruah (2013) brought out the factors that an employee expects to have, such as promotions, rewards & recognition, work-life balance, job security, good work environment are the core aspects. An organization that holds these things can retain its employees. Krishnan and SETHURAMASUBBIAH (2012) elaborated on job hopping in the telecom industry, where the HR policy, the conflict between the employees, employee dissatisfaction, and lack of awards and appreciation are some factors that tend employees to switch to another organization. Sathish Kumar and Radhakrishna (2017) tried to find stress management in medical representatives in Karimnagar. He concluded that medium target encourages medical representatives, and they have good stress management in their work-life balance. Rathika and Subramanian (2017) identified the underlying causes of stress in male medical representatives, such as their family situations, health conditions, and the company's incessant pressure on their employees, which causes insomnia. Bindu (2016) examined the job satisfaction of medical representatives in the district of Ernakulam and attempted to quantify the welfare provided by pharmaceutical companies to medical representatives regarding target lines, leave policies, and employee relations.

Tamilarasi and Anand Shankar Raja (2016) identified job satisfaction among the paramedical representatives as they hold high responsibility for the patient's health. The research says paramedical representatives are bombarded with high targets, making them lose job satisfaction. Kumar and Chand (2014) described job satisfaction in pay, age, and experience. Employees seeking the tangible benefits of other organizations switch jobs from one company to another. Patil and Singh (2013) assessed the work that induces stress among medical representatives in Aurangabad, and results showed that almost 66% of the medical representatives are under stress. The rest of the percentage covers job dissatisfaction and improper work-life balance. In southwest Ethiopia, Ahmed, Tolera, and Angamo (2013) conducted research and measured the job satisfaction

of pharmacy professionals. He discovered that 60% of the population was satisfied with their job, while 39% was dissatisfied with their pay; lack of motivation was also a factor. Foroughi Moghadam et al. (2014) stated that job-induced stress is prevalent among medical representatives, leaving the conclusion that their level of stress is related to job security, goal attainment, and insufficient incentives. These factors result in mental instability, which prompts medical representatives to switch jobs frequently. Kalyanasundaram (2017) studied the effect of stress that medical representatives face in their work, today pharmaceutical companies are keen on their sales, and thus, to achieve this, the employee needs to meet high levels of challenges with mental stability and needs diverse set of skills Ahmad et al. (2016) studied the job satisfaction of pharmacist and only a less percentage of pharmacist were satisfied with their job, and 68.7% was not satisfied with their job due to improper timing, Govt. policies and pay scale. Kwak and Chang (2016) noted the medical representative's intention to use information technology such as laptops and tablets that provide better details about the product, which may vary following their demographic factors. Bhattacharya (2014) conducted a study to measure employee satisfaction and motivation in pharmaceutical companies. Thus, he describes that employees are dissatisfied with their salaries and that employees at the leadership level are self-motivated.

Al-Areefi and Hassali (2013) studied the physician's perception of medical representatives and described that there is a smooth social contact and finds it as a mutual benefit. Nagashekhara, Agil, and Ramasamy (2012) studied the perception of marketing among medical representatives and found that the perception of marketing between domestic and international companies encourages training. Kabir and Parvin (2011) highlighted the factors that affect employee job satisfaction in the pharmaceutical sector, such as working conditions, relationships with co-workers, job security, pay, and promotions. In his research work, Arafat and Ahmed (2016) explained the job pattern of medical representatives in Bangladesh, which packs intense sales pressure, job insecurity, and low salaries, thus expecting a better policy. Gupta, Nayak, and Sivaranjani (2016) described how far medical representatives are involved in doctors' prescription behavior and claimed that medical representatives are the major source of introducing new drugs to doctors. Undale and Pande (2015) proposed that the employees are not provided with on-time salaries and inadequate compensation, which frames a way to quit the job

among medical representatives. Kesari and Soni (2017) proposed a review paper on employee job satisfaction in the pharmaceutical industry and found that working conditions, environment, and other important policies are the core area of employee satisfaction apart from pay.

Research gap

Prior studies focused on the clinical side of the pharma industry, particularly the quality of life of healthcare workers such as nurses and technicians, and very few addressed the people connecting the other side, such as medical representatives, administrative officers, and marketing executives of the healthcare industry. This article, however, focuses on the non-clinical aspect of the pharmaceutical industry, specifically on the medical representatives who exert the most effort in transporting and delivering the products to the end consumers. This study identifies various factors of QWL and the association between the demographic profile of medical representatives and their perception of the quality of work because few papers focus on the non-clinical side. It also identifies the factors affecting the quality of work and job satisfaction of medical representatives, which it can assist in resolving by developing an appropriate HR policy for administrative and non-clinical groups in the pharmaceutical industry.

4. Research methodology

The research was descriptive (Nithya & Kiruthika, 2018; Umamaheswari, Anand, & Nithya, 2022) and focused on the perception of medical representatives

in Tamilnadu. A questionnaire was framed to find the factors responsible for medical representatives and assess their perception level of job satisfaction and quality of work. The questionnaire had four factors with 31 statements (Nithya, 2013). The responses were collected on a 5-point Likert scale (1=Never, 2=Not always, 3=Sometimes, 4=Rarely, 5=Always). The questionnaire was sent to 200 people; only 161 responses were collected, and the convenience sampling method was adopted for the data collection.

Research objective

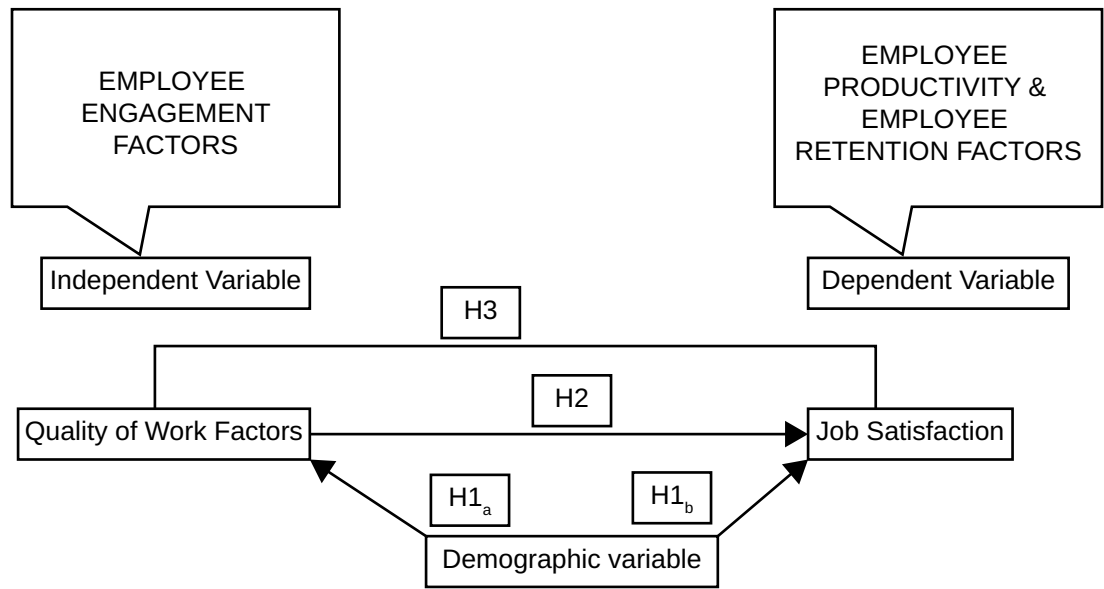
The article focuses on the following objectives:

- 1. To understand the factors influencing the quality of life of the Medical Representatives.
- 2. To identify the effect of the demographic profile of the Medical Representatives in perceiving the QWL factors.
- 3. To measure the relationship between QWL factors and their effect on Job Satisfaction.

Construct development

The primary data for the current study was collected through a questionnaire, a pilot study was made using 30 responses, and the questionnaire was refined. The first part dealt with the demographic profile of the medical representatives, the second part with the factors responsible for the quality of work, and the last one was the job satisfaction of medical representatives. The medical representatives were asked to rate the 31 statements from "strongly agree" to "strongly disagree."

Pictorial Representation of the Study



Proposed Hypothesis

Hypothesis 1 (H_{1a}): The perception of QWL's factors is associated with the demographic profile of the medical representatives.

Hypothesis 2 (H_{1b}): The perception of Job Satisfaction is associated with the demographic profile of the medical representatives.

Hypothesis 3 (H₃): There is a significant association between the QWL factors of Job Satisfaction. Correlation analysis

Hypothesis 4 (H₄): There is a significant impact of QWL factors on the Job Satisfaction of the respondent's regression analysis

5. Framework of analysis

The statistical tool used to analyze data were

- 1. Cronbach alpha (reliability analysis)
- 2. One-way ANOVA

- 3. Regression analysis
- 4. Correlation analysis.

Analysis Reliability analysis

The study's primary purpose was to identify the factors affecting the work quality of medical representatives. Using SPSS software, a high reliability of 0.902 was determined for the data, indicating that responses are highly reliable and that policy decisions can be based on these findings.

Descriptive statistics

The collected responses were summarized using descriptive statistics, which helps analyze and describe the extent to which the data supports the study. Here, the mean, standard deviation, skewness, and kurtosis for the factors used to characterize medical representatives' work quality and job satisfaction are determined.

Table: 2

QWL Factors	N	Mean	Std. Deviation	Skewness	Kurtosis
F1-Nature of Job	161	3.70	.63	-.073	.264
F2-Team Relationship	161	3.93	.74	-.490	-.413
F3-Stress Level	161	3.36	.63	.101	-.604
F4-Satisfaction Level	161	3.86	.80	.191	.912

The mean value of the above four-factor ranges between 3.36 – 3.93 out of a 5-point Likert scale, so medical representatives seem quite satisfied with these factors. For factor 1 (Nature of Job), it is 3.70; for factor 2(Team Relationship), it is 3.93; for factor 3 (Stress Level), it is 3.36. Furthermore, for factor 4 (Satisfaction Level), it is 3.86

Thus, all the factors show a high mean value of (>3.0), and medical representatives are happy with the factors described in this study. The SD ranges from 0.63 to 0.80, and there is a very minimal dispersion. The skewness and kurtosis shown in Table II are mostly close to zero, enhancing the trust in the normalities of the data. The team relationship and satisfaction level show a high mean value and relatively support the medical representatives' quality of work. Moreover, the stress level shows a low mean value among the other four

factors. Henceforth the values were normally distributed, so advanced statistical analysis was performed.

Correlation analysis:

In this study, correlation analysis was carried out to examine the bivariate relationship among the factors. To identify the degree of relationship between the factors responsible for determining the medical representatives' quality of work, the factors were measured for bi-variate correlation concerning the other factor. The tabulated results reveal a significant positive correlation, namely that the nature of the job has a significant correlation with team relations, stress level, and job satisfaction. Team relationships had a significant impact on employee satisfaction and stress levels to a certain extent, and stress levels also substantially impacted employee satisfaction.

Table: 3

	Nature of Job	Team Relationship	Stress Level	Satisfaction Level
Nature Of Job	1	.520**	.427**	.522**
Team Relationship	-	1	.386**	.612**
Stress Level	-	-	1	.431**
Satisfaction Level	-	-	-	1

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One-way ANOVA

The one-way ANOVA is used to determine the impact of demographic factors on the work quality of medical representatives. The 31 statements were

grouped into four factors, and their influence on the demographic factor was evaluated. The collected data were used to test the hypothesis with this as a foundation.

Table: 4

Factors	F-Value (Sig. Value)			
	F1 Nature Of Job	F2 Team Relationship	F3 Stress Level	F4 Satisfaction Level
Age	1.825 (.145)	1.396 (.246)	4.590 (.004)*	.574 (.663)
Gender	2.566 (.111)	.043 (.836)	.379 (.539)	.543 (.462)
Educational level	2.004 (.138)	.141 (.869)	.748 (.475)	1.154 (.318)
Income range	5.198 (.002)*	5.608 (.001)*	7.499 (.000)*	2.039 (.111)
Marital status	.030 (.862)	.331 (.566)	1.603 (.207)	.500 (.481)
Nature of Company	4.597 (.034)	1.166 (.282)	3.286 (.072)	.420 (.518)
Mode of transport	4.628 (.011)*	.247 (.781)	3.238 (0.42)	4.045 (.019)*
Working tenure in the present company	1.250 (.294)	9.693 (.000)*	5.576 (.001)*	8.138 (.000)*

*Sig. at 5% l.o.s.

It is evident from the table that there are no significant differences between gender, education level, marital status, or company type. Using variance analysis, it is determined at a 5 percent significance level that the income range is significantly associated with the nature of the job, team relationship, and stress level. In addition, there is a significant correlation between age and stress level, income range and job nature and stress level, and mode of transportation and job nature and satisfaction level. The duration of employment is essential for team relationships, stress,

and happiness. Thus, the demographic profiles of the medical representatives influence the factors.

Regression

Multiple regression analysis examines the relationship between single dependent and multiple independent variables. The dependent variable in this study is the job satisfaction of medical representatives, while the independent variables are the average nature of the job, the average team relationship, and the average stress level.

Table: 5

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.63	.611	.69919
a. Predictors: (Constant), Average Stress Level, Average Team Relationship, Average Nature of Job				
	Model		Regression Coefficient	
1	Average Nature Of Job		.227	
	Average Team Relationship		.428	
	Average Stress Level		.169	
	a. Dependent Variable: Average Satisfaction Level			

It is found that the R²>0.5 and implies that there is an impact of factors on the job satisfaction of medical representatives. Here, factors such as the average nature of the job (0.227), average team relationship (0.428), and average stress level (0.169) are found to have a significant impact on job satisfaction. Team relation is found to have a higher impact on satisfaction comparatively.

6. Discussion

This study focused on the perceptions of Indian medical

representatives regarding the quality of their work life. This study determined that three factors, namely job nature, team relationship, and stress level, best explain the work quality of medical representatives. Thus, it was determined that to comprehend the quality of life of medical representatives, these three identified factors may play an important role, which can be considered when establishing an ideal organizational culture for this group. In addition, the present study sought to comprehend the impact of these variables

on job satisfaction. This study's research outcome has a high level of adaptability because the data were trustworthy and typical. According to the present study, the medical representatives concur that the identified factors, namely the nature of the job, team relationships, and stress level, were the most influential in determining their quality of work life. This research can create the job description of medical representatives at the policy level to attract and retain qualified candidates. In addition, the respondents agreed that these factors also influence their level of job satisfaction. All three of these factors were found to have a significant correlation with the job satisfaction of medical representatives after a thorough analysis. This enables any superior to comprehend the pulse of the medical representatives and assist them in enhancing their productivity.

However, the demographic characteristics of the medical representatives also affected their job satisfaction. Specifically, age was associated with respondents' perceptions of their stress levels. Similarly, the income range has a greater effect on how representatives perceive the nature of their jobs, so representatives take their jobs more seriously when their salaries are relatively high. This indicates that to increase employees' commitment to their work, a suitable compensation package must be designed so that the organization can anticipate fruitful results. This also adds the point that, even when the nature of the job is critical or challenging, employees may attempt to put forth their best effort if the compensation is attractive and reasonable.

In addition, it was discovered that medical representatives' length of service and mode of transportation positively correlate with job satisfaction. This clearly demonstrates that, as a medical representative is a job requiring travel, their mode of travel significantly impacts their job satisfaction. Likewise, the number of years an employee has spent with an organization influences their level of job satisfaction. Therefore, specifically for this job, the travel and their long-term ties to the organization increase their satisfaction.

Even though there is a significant correlation between the three factors, they only account for about eight percent of the job satisfaction of medical representatives, according to the present study. Statistical evidence demonstrates that these three factors are crucial in describing their role as medical representatives. This study aids in identifying the

primary factors affecting the quality of work performed by medical representatives in India.

- The reliability of the data was found to be high, reflecting the accuracy of the data collected. The descriptive statistics show that the mean value, standard deviation, skewness, and kurtosis values are within the range and support the study for higher-order statistical data analysis.
- The percentage analysis shows that the medical representatives' field is male dominates, and a significant portion is filled with the young unmarried age group. Medical representatives prefer two-wheelers as their primary mode of transportation.
- The correlation analysis of the present study found a high degree of positive correlation between the factors, among which team relation and satisfaction level show a higher degree of correlation and the also nature of the job with satisfaction level. All the factors, like the nature of the job, team relationship, stress level, and satisfaction level, go hand in hand. This is because all the factors significantly impact the other factors. Income level is the main factor that makes employees seek a better job that yields better income which, in other terms, directly influences the quality of medical representatives.
- The association between the medical representative's quality of work with the demographic profile of medical representatives was found by using one-way ANOVA, and the data reveals that demographic factors such as age, income, and work tenure in the present company have a significant impact on stress level this is because the representatives who have specific years of experience can handle the stress easily compared to the recruits.
- Team relationship is a very influencing factor, and the next is satisfaction. The nature of the job is the next influencing & stress is the least influencing.

7. Conclusion

According to McKinsey & Company, the Indian pharmaceuticals market will grow to USD 55 billion by 2020. Regarding field medical, representatives promote the product, respond to market questions, and sell the company's product. To achieve their objective, medical representatives must work throughout the day and produce high-quality work. To achieve a high level of work quality, factors such as the nature of the job, team dynamics, stress level, and job satisfaction must be considered to create a conducive working environment. A perfect balance of these factors can yield positive results; therefore, it is also the responsibility of management to improve these factors. Proper orientation, field training,

and stress management programs can propel medical representatives to new heights, directly proportional to the company's and nation's growth rates. This study may serve as a foundation for developing new HR policies that result in employee retention, and researchers may therefore focus on such policy development. Additional research can also focus on the managerial aspect of the pharmaceutical industry, allowing for a proper balance between the work quality of employees from both the clinical and managerial sides of the pharma industry.

8. Limitations

- The opinion was limited to the medical representatives of selected districts of India and may deviate from other geographical locations.
- This study's outcomes may be suitable only for the pharma sector.
- The sampling size of the study is limited to a certain number.
- The perception of the respondents may be biased.

9. Declarations

Availability of data and material: The study used primary data for its conceptual framework and given in the references.

Author's contribution: The present work is a genuine effort of the authors mentioned in the manuscript, with mutual involvement in all the study phases.

Conflict of Interest: The current work has no conflict of interest.

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