A STUDY ON ERP SYSTEM AND ITS IMPACT ON PHARMACY STORE IN HEALTHCARE SECTOR

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ABSTRACT
ERP systems have been the basic technological infrastructure to many sectors and healthcare is no an exception. Today the world is going with the trend digitalization. Now a days, pharmacists are using various softwares for their day to day operations, recording entries, accounting and also for billing purpose. The main aim of the study is to understand how ERP system becomes helpful for development of pharmacy stores. The data collected by visiting 20 pharmacy stores and the data collected from 15 stores only. The software like Prompt, Samarth, Medivision and ecogreen used by the pharmacy stores. The study found that ERP system makes work faster as compared to manual record keeping. The ERP system will also helping the development of the pharmacy stores.

Keywords: Digitalization, Pharmacy, ERP system, Software, Business development.

INTRODUCTION
Today technology is integral part of every lives. Many things are now automated and became simpler to do with the help of technology. Every sectors is now adopting technology to be progressive. Now the global world is going towards digitalization. And to be a part of this global world every sector is taking steps towards being digital. Healthcare sectors are also accepting to go for digital to improve patients care, and to avail other benefits of digitalization. Hospitals, pharmacy stores, medical equipment manufacturing company’s are coming in healthcare sector. For development of these businesses in healthcare sector business management software are being useful. Every business is going through various process which can be done easily and faster with the help of technology and software. Such a type of software is one which is used in pharmacy store to manage their business functions.

ERP system that is, enterprise resource planning that generally referred as a type of business management software and technology. This software integrates various business function into a single system. Every business is having various functions and activities such as order management, purchase & sales management, inventory management, accounting & financial management and many more. As today’s world is going towards digitalization where an ERP system plays an important role of such a platform that helps to do all such functions of business in an accurate manner for efficient work and better productivity of business outcomes. In a simple term, ERP is usually a software with the help of which a number of business processes can be done easily and on efficient manner. Efficiency in businesses activities help that business to develop in long run.
REVIEW OF LITERATURE

Zhan, Yuanzhu, Han, Runyue, Tar, Mike ORCID, “A Social Media Analytic Framework for Improving Operations and Service Management: A Study of the Retail Pharmacy Industry”, (2021), the main objective of this study was to improve operations and service management by transforming pieces of unstructured text data into supporting information. They conduct Research of three retail pharmacy organization in UK: Boots, Lloyds and Super drug. The data collected by using programmable code written in R. They collected data by quantitative method from each retail pharmacy organization individual Twitter platform. The results highlight some interesting factors that are clearly related to retail pharmacy and service management: “Product Quality”, “Delivery”, “Waiting Time”, “Product Availability” and “Marketing Campaign”. The study suggested that organization should consider setting up a database management system to collect, check, manage and analyse the content posted on various social media platforms. The analysis showed that social media data can be used to help retailers to obtain real time overview of customer responses. The retail pharmacy companies need to build stronger relationship with customers to gain stronger positive sentiments.

Salsabila Taufanti, Viera Sree Rahayu, Moch Irsyad Effendi, Nurtika Indria, Rainer Agustinus, Veronica Christina, have studied the effectiveness of implementing an ERP system for raw material (2022). They have taken a case study at PT. pharmacy. Their objectives was to find solution to problems which are faced by various pharmaceutical companies that have collected data through a questionnaire which they distributed to ERP users. Also they obtained data by way of observation and interviews. The findings was ineffectiveness of inventory management is leading to inefficiency and caused problems for the company. And other findings was the ERP applied to the company is being effective for system quality, information quality, service quality, user satisfaction and employee performance.

Dimitrios maditirosm, Dimitrios chatzoudes, Charalampos Tsairidis, have studied about the factors that affecting ERP system implementation effectiveness. To achieve this objective of the study they have conducted a survey by way of questionnaire which was distributed to a group of 361 Greek companies that have implemented ERP software. The finding of this research was, knowledge transfer is an essential factor for ERP System’s success.

OBJECTIVES OF THE STUDY

1. To study importance of ERP system in Pharmacy stores.
2. To know awareness level about ERP system among pharmacists.
3. To understand how ERP system makes work fast.
4. To find how ERP system is helpful for development of pharmacy stores.

RESEARCH METHODOLOGY

It is a type of descriptive research. In this study, the collection of data was done by using primary and secondary source. Secondary sources includes various websites, articles and research papers done by other researchers. The primary data was collected by taking a survey through a questionnaire. We have taken personal interviews to do this survey. A structured questionnaire of 11 questions have created to receive the opinion of pharmacist regarding use of ERP software. And got filled this questionnaire by visiting the chemists in our area. We visited 20 chemists out of which 15 pharmacists have responded to our questionnaire. Also they given us their opinion on how ERP system is beneficial for development of their business. Which is became helpful to reach on conclusion.
LIMITATIONS OF THE STUDY

1. Limited primacy data is collected because most pharmacist not want to share their opinions.
2. Less responses collected.

DATA ANALYSIS AND INTERPRETATIONS

**Interpretation:**
Majority of the pharmacists are aware about ERP System that is out of 15 respondents 11 respondents are aware but there is still less number of pharmacists are using it. That is only 9 respondents are there who using ERP software).

**Chart 2: Responses on which software is mostly used**

Interpretation:
Prompt, Red book, Medivision, Samarth, Gofrugal and eco green are some of the software are in use. Out of which Samarth software is found to be in more use.
Chart 3: Responses on is it ERP Software becoming helpful for development of pharmacy store

Interpretation: Every pharmacist is having an opinion that the use of ERP software is playing an important role in the development of a pharmacy store.

Chart 4: Responses on which way is most preferable

Interpretation: Most pharmacists prefer to use the ERP system as it gives a lot of advantages. However, some pharmacists who like to do manual records have given reasons for it. Reasons—Time-consuming, complexity, expensive.

FINDINGS, RECOMMENDATIONS AND CONCLUSION

- It was found that approximately 70% of pharmacists are aware of ERP systems. And 60% approximately pharmacists are using it.
- Most of the pharmacy's use an ERP system for quickly identifying medicine, matching inventory, and providing required medicines to the customer and also to keep daily daily records of purchase and sales, billing, calculating monthly sales, tally, and many more.
- It's found that this software is helping to fulfill a number of purposes to operate day to day business functions in a single system.
It was found that there is advantages of using software rather than keeping manual records. As it us beneficial for store optimization, security of data and to provide better service to customers.

Pharmacist are agreed with the statement that the ERP system works faster than keeping manual records.

Also we found their were 4 pharmacists who are not using software due to various reasons. Reasons like they find it is a complex to maintain records in software compare to manual. Also they found it time consuming if a single person is handling the store. They feel recording manually is easy and simple if there is only one person to manage the work.

Also it was found they feel there is need of some work force who is trained and knowledgeable to use these software.

**CONCLUSION**

ERP system makes business process faster which save time that leads to development of business. ERP system provide various advantages as, it is a software where all business functions can be done in single system. But having knowledge of using ERP system is also equally important. While using ERP software the user should know how to use it and which module have to implement for respective business functions, understanding of this things are essential for effective implementation of ERP system. Benefit of ERP system is that it helps business to do their activities that are very complicated and taking time to do, quickly. Hence ERP system is helpful for those business which have large data about activities. Pharmacy stores in healthcare sector is one put of them. As in pharmacy store there is large data about medicines and other miscellaneous articles. So to provide better and fast service to their customers ERP system is Play a vital role. As better relationships with customers by providing better service, keeping all records accurate, will create good image of company for others and which will leads to increase their sales. Which in helps to develop business.

**REFERENCES**


