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WOMEN ENTREPRENEUR'S CHALLENGES AND IMPACT IN AFTER START UP INDIA DEVELOPMENT**Dr. K. MANIKANDAN****PROFESSOR****DEPARTMENT OF COMMERCE****SCHOOL OF ARTS & SCIENCE****VINAYAKA MISSION'S RESEARCH FOUNDATION (DEEMED TO BE UNIVERSITY)****PAIYANOOR****ABSTRACT**

India, the land of entrepreneurs stands third in global startup ecosystem (Nasscom report, 2015). There are many unique characteristics of India which makes it a prominent start-up nation. Startups are becoming one of the pillars of economy existing in various areas from IT, e-commerce to robotics. Looking at the blessed but challenging demographic of India, providing goods, services, security and employment to growing young population is imminent task for Government of India (GOI). 'Make in India' campaign was born from seriousness of this task in Sept, 2015. It consists of many initiatives designed to push firms, local and global, to invest in India and make India a manufacturing hub. Launched on 16th January, 2016, the Startup India Initiative has rolled out several programs with the objective of supporting entrepreneurs, building a robust startup ecosystem and transforming India into a country of job creators instead of job seekers. These programs are managed by a dedicated Startup India Team, which reports to the Department for Industrial Policy and Promotion (DPIIT).

KEYWORDS

entrepreneurs, startup, ecosystem, employment, make in India.

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INTRODUCTION

Startup comes into picture which can make a real positive difference in making 'Make in India' campaign a success and reality. With availability of global funds, availability and inclination of best skilled people, transitioning tendencies of self-employment and most important – with world's one of the largest consumer base, startups can reach for all the stars. Indian startups have capacity to push 'Make in India' campaign truly.

OBJECTIVES OF THE STUDY

1. To Study about the startup's new ventures and Innovations of Entrepreneurship Development.
2. To Study about in men Vs women Entrepreneurs.
3. To analyze the various problems faced by the entrepreneurs in the study area.
4. To give suitable suggestions based on the study.

STATEMENT OF THE PROBLEM

The study aims at understanding the pedagogy and learning interventions for entrepreneurship development. The Study Generalizations about men Vs women entrepreneurs. The study aims at understanding the incidence of problems of entrepreneurs.

RESEARCH METHODOLOGY

Primary data have been collected from the selected entrepreneurs in the study are with the help of an interview schedule.

Sampling Design: Simple random sampling techniques have been used through which entrepreneurs have been selected.

OBSERVATIONS

Indian startups have capacity to push 'Make in India' campaign truly as well as the problems faced by entrepreneurs in the country emanate from a multitude of sources and are manifold. Entrepreneurship is not a "bed of roses" to the women. Their task has become more tedious and fuller of challenges since they have to encounter public prejudices and criticism. Women face certain problems not as an entrepreneur but as women. Therefore, when compared to the problems of women entrepreneurs are more in number.

4 'P's Innovation

- 1) Product Innovation
- 2) Process Innovation
- 3) Position Innovation
- 4) Paradigm Innovation

CHALLENGES FACED BY THE OF ENTREPRENEUR

1. Socio – Personal Problems
2. Managerial Problems
3. Production Problems
4. Marketing Problems
5. Financial Problems
6. Problems of Government assistance

STARTUP INDIA

Generally speaking, startups are new ventures, a form of organization which are designed for scalable business. In the process of development of new processes or products, startups are created. Base of such organization revolves around revolutionary innovative idea which can be converted into business case and make our society better. In last 3-4 years prominently there has been increase in startups in versatile areas like retail, food delivery, consulting, e-commerce, medical services, delivery services, fitness etc. On an average 800 startups are born every year. Startups are evolving in terms of product capabilities, networking, taking calculated risks venturing into new spaces.

Both technology based and non- technology based startups are important from 'Make in India' initiative. Technology startups like e-commerce contributes through providing platform for thousands of local sellers whereas construction startups like 'm-supply' collaborates house owners and raw material suppliers directly.

Economic benefits for stakeholders involved in transaction are increased as middle man/unnecessary middle steps are eliminated, which ultimately adds to overall economic output.

'MAKE IN INDIA' CAMPAIGN

This initiative of GOI, launched by Prime minister of India in Sept, 2014 has caught attention of different fragments of businesses and society. It recognizes different 25 sectors and aims to enhance productivity and job creations in these sectors. It comprises of many initiatives which will support increase in productivity for small businesses. Currently biggest challenge before success of campaign is parameters of 'Ease of doing business report, corruption, availability of skilled labor etc. Further part of the paper will be discussing how startups and 'Make in India' initiatives can be of integral part of each other.

PESTLE ANALYSIS OF INDIAN STARTUPS

PESTLE is acronym for Political, Economic, Social, Technological, Legal and Environmental. It is a part of the external analysis when conducting a strategic analysis and gives an overview of the different macro-environmental factors that the company has to take into consideration. Using the PESTLE analysis, let's see how of startups India can make a dent in 'Make in India' campaign.

MEN Vs. WOMEN ENTREPRENEURS

Study Generalizations about men and women entrepreneurs is the following:

1. POLITICAL FACTORS

Prime minister of India plans to improve India's rank of ease of doing business to 50 from current 142. India is ranked 155th in terms of starting a business. Many government policies are coming into light to improve this condition. Standup India initiative aims to build positive ecosystem for upcoming ventures. Standup India will help startups with bank funding and encourage entrepreneurship spirit. One of the other major initiatives which will help startups is single online clearance system. This new online clearance system for new entrepreneurs will allow them to apply and track application status at one location. Through this system 133 different clearances those are given by different government bodies will come under a single window.

2. ECONOMIC FACTORS

Many different factors come under economic factors like access to credit, inflation rates, global economic environment, access to resources, availability of skilled workforce etc. Here biggest problem for startups have been access to credit. Attracting investors to fund ventures or getting loans from banks are perennial problems for startups. Below fig shows changing trends over last quarter of 2015 over increasing uncertainties in global economic environment. Banks should give loans to startups without prior credit history. Many times, despite raising sufficient initial capital, startups find it difficult to survive as they can't match revenue and burn rate mostly because of changed economic factors.

3. SOCIAL FACTORS

Indian culture is biggest hurdle as we are taught to look down on failures. Failures are not met with encouraging advices in most of the cases. People are sensitive towards risks and rewards. And Indian economy which is highly price sensitive, worsens the situation. Right kind of mentorship is not available. Available mentorship and skill enhancement may not be accessible in all the cases. So though someone has potential to start something and may be that idea is really revolutionary but if that doesn't meet right guidance to turn it into a successful business then that idea remains irrelevant.

4. TECHNOLOGICAL FACTORS

Infrastructure is key issue which need to be addressed. As mentioned above to cater to increasing internet users we need robust infrastructure. Seamless internet connectivity is still present in very few pockets of the country. Next issue is cyber security. As more and more people are signing up for various internet platforms for shopping, banking and many services, safeguarding their crucial data information is becoming herculean task for startups. Many startups have B2B as their primary customer base and protecting them from cyber threat becomes important from business point of view.

5. LEGAL FACTORS

The Government of India has started to reform the business regulations in order to create the hassle-free experience for the emerging businesses to grow and evolve. In order to make compliance easy and flexible, Startups shall be allowed to self-certify compliance with 9 labor and environment laws. In the case of labor laws, no inspection will be done for 3 years. However, Startups would inspect on receipt of credible and verifiable complaint of violation, filed in writing and approved by at least one level senior to the inspecting officer. Startups would be falling under the 'white category' (as was defined by the Central Pollution Control Board (CPCB)) and could be able to self-certify compliance.

6. ENVIRONMENTAL FACTORS

Startups from sectors like tourism, agriculture, insurance should consider their ecological footprints. While creating business venture, the level of knowledge the business advisers have about environmental issues and existing regulations and their willingness to discuss it with their potential clients is important here. In some cases, lack of information can falsify otherwise well-meant business purpose. There are many green startups which exists in India. Along with product development and providing services they focus on educating masses about environmental issues.

ANALYSIS

TABLE NO. 1.1: SOCIO PERSONAL PROBLEMS

S. No.	Problems	No of Entrepreneurs Agree	Percentage
1.	Male dominated society	40	28.57
2.	Lack of family & Community support	22	15.72
3.	Lack of education & Information	19	13.57
4.	Economic backwardness	28	20.00
5.	Low risk bearing capacity	31	22.14

Source: Primary Data

According to Table No. 1.1, the socio personal problems include male dominance, a lack of social and familial support, low risk-bearing ability in women, etc., when it comes to their frequency. It is saddening to see that 28.57% of women business owners are struggling with the issue of male dominance in their industry, 20% of the sample's business owners felt that economic backwardness was their issue, 22.14% accepted their inability to take on risk, 15.72% of the women noticed that their families weren't supporting their venture, and 13.57% of the women entrepreneurs understood that a lack of education and information was a problem for their business.

TABLE NO. 1.2: MANAGERIAL PROBLEMS

S. No.	PROBLEM	No of Entrepreneurs Agree	Percentage
1.	Lack of knowledge of general management & experience	18	45.00
2.	Lack of skilled labours absenteeism & labour turnover	12	30.00
3.	Lack of clear-cut objectives	30	75.00
4.	Transportation Problem as women	14	35.00

Source: Primary Data

The table No 1.2 shows that the managerial issues that women business owners deal with include lack of management expertise and experience, skilled worker turnover and absenteeism, a lack of a clear goal, and transportation issues. It is implied that 75% of female entrepreneurs lack defined objectives, 45% of respondents say they lack managerial expertise, and 35% report having transportation issues. Only 30% of female business owners are aware of skilled labour shortages, employee turnover, and absenteeism.

TABLE 1.3: PRODUCTION PROBLEMS

S. No.	PROBLEM	No of Entrepreneurs Agree	Percentage
1.	Inadequate availability of land premises	11	27.50
2.	Getting required inputs	04	10.00
3.	Inadequate technical support	13	32.50
4.	Lack of up graduation of technology	16	40.00
5.	Poor inventory management	19	47.50

Source: Primary Data

The table No. 3.1 clearly identifies the production-related problems, which include poor inventory management, a lack of suitable land premises, trouble locating key inputs, inadequate technical help, and outmoded levels of technology. Due to poor inventory management, 47.5% of female business owners report having problems meeting demand. 40% of them don't have access to contemporary technology, 32.5% don't have enough technical assistance, and 27.5% have restricted access to property because of the real estate sector. Only 10% of survey respondents concurred that adequate supply is not required for inputs.

TABLE 1.4: MARKETING PROBLEMS

S. No.	PROBLEM	No of Entrepreneurs Agree	Percentage
1.	Lack of knowledge of how to market the product and whom to conduct	21	52.50
2.	Heavy competition	30	75.00
3.	Exploitation by middlemen difficulties in collection of dues	31	77.50
4.	Inadequate sales promotion avenues	28	70.00
5.	Lack of export marketing support	18	45.00

Source: Primary Data

It is found that 77.5% of female business owners struggle with marketing-related issues like middlemen's exploitation and difficulties collecting debts, 75% face competition in the marketing sector, 70% have insufficient avenues for sales promotion, 52.5% realized they didn't know how to market their products or who to market to, and 45% expressed opinions about marketing in the absence of an export market.

TABLE 1.5: FINANCIAL PROBLEMS

S. No.	Problem	No of Entrepreneurs Agree	Percentage
1.	Problem of getting loan	20	50.00
2.	Insistence of collateral and margin money requirements	32	80.00
3.	Time taken to process loan	10	25.00
4.	Time repayment schedule	14	35.00
5.	Poor financial management maintenance of accounts	09	22.50

Source: Primary Data

The aforementioned issue was experienced by women business owners under the heading of money. The results show that 80% of respondents had issues with the financial sector's insistence on collateral and margin money requirements, 50% had trouble getting a loan from a financial institution, 35% had a strict repayment schedule, 25% had no problem with the length of time it took to process loans, and 22.5% had poor financial management maintenance of accounts.

TABLE 1.6: PROBLEM OF GOVERNMENT ASSISTANCE

S. No.	PROBLEM	No of Entrepreneurs Agree	Percentage
1.	In adequate Government Assistance	19	47.50
2.	Red Tapism of various levels	23	57.50
3.	Advisory organization become exploitive and dishonest	04	10.00
4.	Complicated and time-consuming procedures for getting assistance	08	20.00
5.	Government policies are not favourable.	04	10.00

Source: Primary Data

It is evident from the above table that the majority of female entrepreneurs (57.5%) are happy with government support. 47.5% of respondents characterize government support as being insufficient. 20% of the respondents said that the procedures for receiving help were difficult and time-consuming. Only 10% of them voice concerns about unfavorable government policies and exploitative and dishonest advice organization.

SUGGESTIONS

To widen and strengthen the base of entrepreneurship the following remedial measures may prove meaningful.

- Government financial institution should implement to solve financial problems, government implement special lending policies, quick processing of loan and liberal repayment.
- The government should give subsidies and concessions to women entrepreneurs to face price competition from big enterprises. Government and women entrepreneurs' association should make arrangement for conducting exhibitions and conferences of women entrepreneurs.
- Attention of the Government should be drawn in rectifying the production problems by the allotment of factory shed and land in government industrial estates on priority basis, supply of raw materials and other inputs regularly at subsidized rates, giving assistance for up gradation of technology research and development and giving production training tot women entrepreneurs.
- Attention of the government as well as voluntary organizations needs to be drawn to rectify socio-personal problems. A special programme can be conducted against the social evils.
- Adequate assistance should be given to the right person at the right time. A special advisory organization should be established.
- Simplified procedures should be followed in getting the government assistance.
- Motivation through subsidies.
- Training and development facilities.
- NGO and Service organization's role
- Psychological empowerment of women.

CONCLUSION

The heavily reliant Indian society has seen substantial changes as a result of the rise of industrialization, education, and the domestic system. Women are now seeking more and more lucrative jobs in the industrial sector. It is a fact that man cannot end inequality, poverty, and unemployment on his own. Women must participate actively and equally in the fight against these societal ills.

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AN EVALUATION OF THE USE OF ADVANCED TECHNOLOGY IN THE PURCHASE PROCEDURE OF THE RETAIL DRUG STORE WITH SPECIAL REFERENCE TO JALGAON CITY

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ABSTRACT

This study investigates the evolving landscape of technology trends in drug stores, aiming to shed light on their impact on purchase procedures. It encompasses understanding current technological practices, assessing the effects of advanced technology implementation on purchase processes, and offering tailored recommendations for its successful adoption. Through rigorous statistical analysis, the study establishes a substantial influence of advanced technology on purchase procedures. By unraveling the potential of technology in streamlining drugstore operations, this research provides actionable insights that empower stakeholders to harness advanced technology for improved efficiency and customer experience within purchase procedures.

KEYWORDS

advanced technology, drug store, purchase procedure, retail.

JEL CODES

O32, O33, M15, L86.

INTRODUCTION

The integration of advanced technology has become an omnipresent force, reshaping industries and revolutionizing conventional practices. Within this context, the pharmaceutical sector has emerged as a pivotal arena where technological innovations hold the promise of not only transforming business operations but also improving healthcare delivery. Among the diverse facets of the pharmaceutical landscape, drug stores occupy a crucial intersection, serving as key points of access for medications and healthcare products. In this dynamic environment, the potential impact of advanced technology on various aspects of drugstore management, particularly purchase procedures, warrants careful exploration and analysis.

Modern drug stores are multifaceted establishments that go beyond the mere transactional exchange of pharmaceuticals. They function as healthcare hubs, providing a range of services from medication dispensing to health consultations. As technology evolves, these roles are being augmented and redefined. Customers now expect seamless experiences that mirror the convenience and efficiency offered by other industries. Therefore, drugstores are increasingly turning to advanced technology solutions to streamline their processes, enhance customer engagement, and optimize purchase procedures. The drive toward these innovations is grounded in the shared goal of providing efficient, accurate, and patient-centered services while maintaining regulatory compliance and ensuring patient safety. This research paper aims to evaluate the use of advanced technology in the purchase procedure of retail drug stores in Jalgaon City.

SIGNIFICANCE OF THE STUDY

The significance of this study extends beyond its immediate focus on drugstore operations. It contributes to the broader discourse surrounding the intersection of technology and healthcare, shedding light on how technological advancements can drive positive changes in healthcare delivery and patient experiences. By deciphering the potential impact of advanced technology on purchase procedures, the study will provide valuable insights that empower drug store stakeholders to make informed decisions about technology adoption. The outcomes of this research are expected to not only offer a comprehensive understanding of the role of technology in drugstore operations but also provide actionable recommendations that can drive meaningful enhancements in patient care and business operations.

LITERATURE REVIEW

McGee, J. E., Love, L. G., & Rubach, M. J. (1999) in their paper reports the results of a study designed to complement the research literature by developing a typology of distinctive competencies used by small local retailers to address increased environmental turbulence and compete with new, larger competitors. Burke R (2002) in their study aims to discover the benefits of technology and consistent innovations that help in customer satisfaction and handle competitive pressure effectively. (Eleonora Pantano, 2010) in their study aims to analyze how the introduction of advanced technologies modifies the retailing context and affects consumers' shopping experience and considering three aspects - new advantages for retailers; the improvement of the point of sale; and the positive influences on consumers shopping experience. Fredrick, E.J. (2018) in their study aims at determining the factors that influence performance in Pharmaceutical Supply Chain. Four factors were adopted from various literature and supported by theories and concepts. Bennett, D., & Yin, W. (2019) study examine the effect of chain store entry on drug quality and prices in retail pharmacy markets in India and that chain entry led to higher quality and lower prices for both incumbent pharmacies in the overall market. (Arunangshu Giri, 2019) in their study explains the importance and need for artificial intelligence in the sense that it performs tasks, gathers data, analyzes, maintains the stocks, etc. (Kiran Nimbalkar, 2020) aims to anticipate the effect of apparent AI on retailer goals and to evaluate the connection between the retailer expectations and the considered effect of AI among the retailers.

RESEARCH METHODOLOGY

A descriptive research design is used for the current study. The sample size selected for the study is 120 pharmacists. The sampling technique used for the current study is non-probability purposive sampling. Both primary and secondary data collection sources have been used. Non - parametric one-sample Wilcoxon signed ranked test has been used using SPSS software as it helps in analysing ordinal data.

OBJECTIVES OF THE STUDY

1. To study new trends in technology adopted by drug stores.
2. To analyse the impact of the implementation of advanced technology on the purchase procedure of drug stores.
3. To give appropriate suggestions to enhance the adoption of advanced technology in drug stores.

HYPOTHESES

The hypotheses formulated for the study are:

Ho: Impact of the implementation of advanced technology on the purchase procedure of drug store is insignificant (Median = 3)

H1: The impact of the implementation of advanced technology on the purchase procedure of drug store is significant (Median ≠ 3)

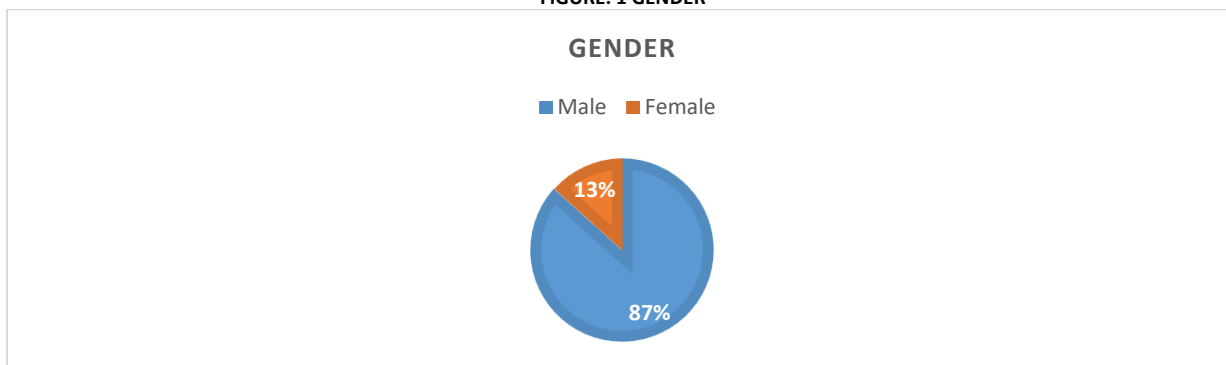
DEMOGRAPHIC PROFILE OF THE PHARMACIST

TABLE 1: DEMOGRAPHIC PROFILE OF PHARMACISTS

Variables	Category	Frequency	Percentage (%)
Gender	Male	104	86.67
	Female	16	13.33
Age Group	25 years to 35 years	55	45.84
	36 years to 45 years	43	35.83
	46 years to 55 years	22	18.33
Years of Experience	1 – 5 years	23	19.17
	5 - 10 years	37	30.83
	10 -15 years	38	31.67
	More than 15 years	22	18.33

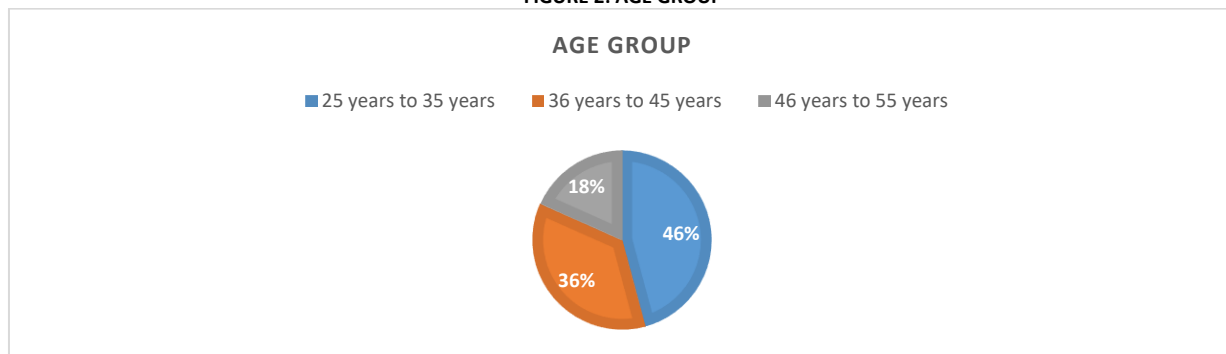
The dataset comprises replies from 120 pharmacists.

FIGURE 1: GENDER



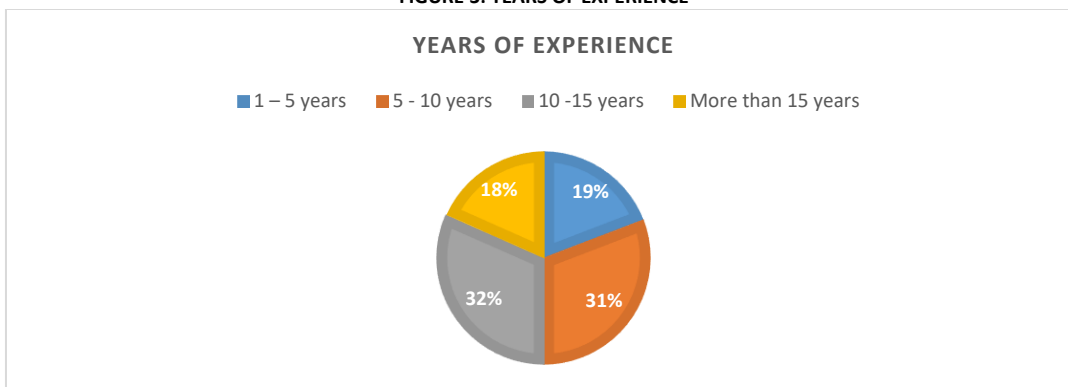
From Figure 1, 86.67% of whom are identified as men, and 13.33% of whom did not. It denotes that a significant proportion of men are involved in the ownership or management of drug stores. This statistic suggests that drug store ownership or management is more common among men compared to other demographics.

FIGURE 2: AGE GROUP



The age distribution of respondents within drug stores reveals a multi-generational presence. A significant portion, 46%, falls within the 25 to 35 age range, indicating a substantial involvement of young adults. Those aged 36 to 45 constitute 36% of the respondents, underlining the engagement of middle-aged individuals. The remaining 18% are between 46 and 55, indicating a smaller but still notable representation of older adults. This diversity across age groups suggests that drug stores cater to a wide range of customers, potentially reflecting the variety of products and services offered or reflecting the needs of different generations within the community.

FIGURE 3: YEARS OF EXPERIENCE



The distribution of professional experience in drug stores reveals a balanced mix of newcomers (19%), mid-level experts (31-32%), and experienced leaders (18%). This blend indicates a vibrant industry with fresh talent, steady growth, and seasoned guidance, contributing to its dynamic and resilient nature.

DATA ANALYSIS AND INTERPRETATION

TABLE 2: ONE SAMPLE WILCOXON SIGNED RANK TEST

Impact of Advance Technology	Null hypothesis	Observed Median	P – value	Results
Reduce errors in Inventory management	The median of reduced error in inventory management equals 3	4	0.000	Rejected (High impact)
Customer engagement	The median customer engagement equals 3	4	0.000	Rejected (High impact)
Customer satisfaction	The median of customer satisfaction equals 3	4	0.000	Rejected (High impact)
Online ordering	The median of online ordering equals 3	3	0.323	Accepted (low impact)
Improved accuracy of prescriptions	The median of improved accuracy of prescription equals 3	4	0.000	Rejected (High impact)
Faster and efficient purchase procedure	The median of faster and more efficient purchase procedures equals 3	4	0.000	Rejected (High impact)
Virtual consultation with pharmacists	The median of virtual consultation with pharmacists equals 3	2	0.213	Accepted (low impact)
Regulatory Compliance (Tracking expiry dates)	The median of regulatory compliance (Tracking expiry dates) equals 3	4	0.000	Rejected (High impact)
Telehealth services	The median of telehealth service equals 3	4	0.000	Rejected (High impact)
Patient health records	The median of patient health records equals 3	4	0.015	Rejected (high impact)

This chart presents the impact of advanced technology on various aspects of a drugstore's operations. Each aspect is assessed using a null hypothesis test, where the observed median impact is compared to a predetermined reference value. The "P-value" indicates the statistical significance of the results. Here's an explanation of each row:

- 1. Reduce errors in Inventory management:** The observed median impact is 4, and the very low p-value of 0.000 indicates a highly significant rejection of the null hypothesis. This suggests that advanced technology has a high impact on reducing errors in inventory management.
- 2. Customer engagement:** The observed median impact is 4, and the p-value is 0.000, indicating a significant rejection of the null hypothesis. This implies that advanced technology has a high impact on customer engagement.
- 3. Customer satisfaction:** The observed median impact is 4, and the p-value is 0.000, indicating a significant rejection of the null hypothesis. This suggests that advanced technology has a high impact on improving customer satisfaction.
- 4. Online ordering:** The observed median impact is 3, and the p-value is 0.323, which is relatively high. This leads to an acceptance of the null hypothesis, suggesting a lower impact of advanced technology on online ordering compared to other aspects.
- 5. Improved accuracy of prescriptions:** The observed median impact is 4, and the p-value is 0.000, indicating a significant rejection of the null hypothesis. This suggests that advanced technology has a high impact on improving the accuracy of prescriptions.
- 6. Faster and efficient purchase procedure:** The observed median impact is 4, and the p-value is 0.000, indicating a significant rejection of the null hypothesis. This implies that advanced technology has a high impact on making the purchase procedure faster and more efficient.
- 7. Virtual consultation with pharmacists:** The observed median impact is 2, and the p-value is 0.213. The p-value is relatively high, leading to an acceptance of the null hypothesis, suggesting a lower impact of advanced technology on virtual consultation with pharmacists.
- 8. Regulatory Compliance (Tracking expiry dates):** The observed median impact is 4, and the p-value is 0.000, indicating a significant rejection of the null hypothesis. This suggests that advanced technology has a high impact on ensuring regulatory compliance by tracking expiry dates.
- 9. Telehealth services:** The observed median impact is 4, and the p-value is 0.000, indicating a significant rejection of the null hypothesis. This implies that advanced technology has a high impact on providing telehealth services.
- 10. Patient health records:** The observed median impact is 4, and the p-value is 0.015, indicating a significant rejection of the null hypothesis. This suggests a high impact of advanced technology on maintaining patient health records.

In summary, the chart indicates that advanced technology has a high impact on various aspects of drugstore operations, such as reducing errors, improving customer engagement and satisfaction, the accuracy of prescriptions, purchase procedures, regulatory compliance, telehealth services, and patient health records. However, its impact on online ordering and virtual consultation with pharmacists is comparatively lower.

FINDINGS AND OBSERVATION

The findings of the above analysis on the impact of advanced technology in a drugstore setting are as follows:

1. HIGH IMPACT

- Advanced technology significantly reduces errors in inventory management.
- It has a substantial positive impact on customer engagement and satisfaction.
- The accuracy of prescriptions is greatly improved.
- Advanced technology enhances the efficiency and speed of the purchase procedure.
- It ensures regulatory compliance by effectively tracking expiry dates.
- Telehealth services are greatly benefited by advanced technology.
- Maintaining patient health records is significantly improved.

2. LOW IMPACT

- The impact of advanced technology on online ordering is relatively lower compared to other aspects.
- Virtual consultation with pharmacists sees a modest impact from advanced technology.

These findings suggest that implementing advanced technology in a drugstore environment yields a range of positive effects, particularly in terms of reducing errors, enhancing customer experiences, improving prescription accuracy, and streamlining various processes. However, while online ordering and virtual consultation with pharmacists still benefit from technology, their impact might be comparatively less pronounced. Overall, the study underscores the potential of technology to significantly transform and enhance various aspects of drugstore operations.

RECOMMENDATIONS

Based on the findings of the analysis regarding the impact of advanced technology in a drugstore setting, here are some recommendations:

- Prioritise Telehealth Services:** Due to the significant effect of these services, it is advised to continue investing in and improving them to provide convenient remote healthcare access.
- Optimise Patient Health Records:** Improve patient care and streamline medical information management by further enhancing and expanding the use of patient health records.

- **Enhance Online Ordering Experience:** Although not statistically significant, improvements should be made to the online ordering process to take advantage of any prospective advantages for the purchasing process.
- **Examine Virtual Consultation:** Discover the variables that are restricting its efficacy and remove any roadblocks that may stand in its way.
- **Regular Technology Audits:** Conduct frequent technology audits to make that all adopted technical solutions are current, effective, and in line with the changing requirements of the pharmacy and its clients.
- **Employee Training:** To ensure that the latest technology is used to its full potential, provide staff members with thorough training.
- **Continuous Feedback Mechanism:** Establish a feedback system that will allow you to continuously enhance your products by learning from your consumers about how they used the integrated technology.
- **Cooperate with Regulatory Authorities:** Cooperate with regulatory authorities to further streamline compliance procedures, particularly when it comes to keeping track of expiration dates and making sure that pharmaceutical rules are followed.
- **Research Online Ordering:** Carry out more research to comprehend the variables affecting the efficacy of online ordering and to make the appropriate improvements.
- **Promote Technology Adoption:** Put in place programs to encourage the use of cutting-edge technology by both customers and employees, ensuring that it is seamlessly incorporated into daily operations.

These recommendations aim to guide drug stores in harnessing the potential of advanced technology to improve various aspects of their operations, ultimately leading to enhanced customer experiences, increased efficiency, and better healthcare outcomes.

CONCLUSION

The study highlights the significant advantages that come with using cutting-edge technology in the buying processes at the medicine shop. A variety of beneficial effects from this change include increased accuracy, customer happiness, and regulatory compliance. Notably, the administration of patient records and telehealth services have become significant forces behind enhanced operations, showing the rising significance of remote patient accessibility and effective management of medical data. However, it's important to remember that even if online ordering had a modest effect, its full potential has to be unlocked via future development. Similar to this, the relatively little impact of online pharmacy consultations points to possible obstacles that demand further investigation to fully realize their projected benefits. The paper highlights how the pharmaceutical industry is changing and how strategic technology integration has become a powerful tool for boosting productivity, engagement, and overall customer experience.

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