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**PAPER PRESENTED:
INTRODUCING THEORIES AND PRACTICES CONCERNING ERP.
THE CASE OF THE PHARMACEUTICAL INDUSTRY**

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Abstract

The Pharmaceutical field is a rapidly growing and highly variable market due to constant advancements in medical research. This industry is also considered one of the biggest markets currently in place. The competition in the pharmaceutical field requires companies to operate in a very efficient and effective way to ensure a competitive edge that allows them to keep moving forward. Furthermore, innovations in the IT industry have become a major part of businesses worldwide. One of the most advanced tools that companies are implementing nowadays is Enterprise Resource Planning systems (ERP) that runs the entire operational infrastructure in an automated way. This article aims to provide a qualitative approach to the integration of ERP in the pharmaceutical industry and the depth and spread of the available applications through testimonies from various head of departments within a pharmaceutical company that underwent a migration from a manual to an automated system.

Keywords

Pharmaceutical industry, ERP, Automation, Competitive Advantage