



A Study on Employee Perception of API Quality in Radison Pharma Pvt Ltd

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Abstract – To guarantee the safety, effectiveness, and dependability of medications, the pharmaceutical business mostly depends on the quality of Active Pharmaceutical Ingredients (APIs). This study, "A Study on Radison Employees on API Quality for Sales," looks at how employees at Radison Labs Pvt. Ltd. perceive the effect of API quality on sales success and client trust. Radison Labs is an Indian bulk drug manufacturing company that produces APIs and intermediates with a heavy emphasis on technical know-how, regulatory compliance, and quality standards. The study's main goal is to examine how API quality affects long-term business relationships, sales growth, and customer confidence. Employee perceptions of quality assurance procedures, sourcing dependability, regulatory compliance, product consistency, and their role in market competitiveness are also assessed in this study. Employees involved in production, quality control, marketing, and sales were given a standardized questionnaire to complete in order to gather data for the study.

Keywords - Active Pharmaceutical Ingredients, API quality, sales success, client trust, regulatory compliance, customer confidence, sourcing dependability, long-term business relationships.

I. INTRODUCTION

By creating safe and efficient medications, the pharmaceutical sector contributes significantly to maintaining public health. It entails producing, processing, and distributing medications that adhere to stringent quality requirements. The efficacy and safety of medications are directly impacted by (api), one of the essential elements in pharmaceutical manufacture.

Radison pharmaceutical is a medical company that produces and distributes pharmaceuticals. To satisfy client expectations, the business concentrates on upholding high standards and effective procedures. Product quality and business success are greatly dependent on employee performance, particularly when it comes to managing APIs and upholding service quality.

Employee service quality has grown to be a significant factor affecting sales effectiveness in today's cutthroat industry. Improved client satisfaction, better product handling, and increased sales. The purpose of this study is to examine how sales performance in the pharmaceutical industry is impacted by employee service quality.

Objectives of the Study

- To assess how HPW Radison employees perceive the relationship between api quality and customer trust.
- To investigate the impact of sourcing locations and supply chain stability on employee confidence in product reliability.
- To determine whether employees believe that strict quality compliance is the primary driver of market growth.
- To assess how well quality standards work to guarantee the dependability of products.

- To pinpoint crucial areas that need to be improved in order to boost customer satisfaction and organizational effectiveness.

Scope of the Study

The scope of this research is intentionally narrowed to provide a concentrated examination of the internal operational framework at radison pharmaceutical, ensuring that the findings remain highly relevant to the company's specific organizational context. By focusing exclusively on the workforce within this entity, the study establishes a precise environment to evaluate how service quality—particularly regarding the intricate and highly regulated process of api handling—directly correlates with the consistency and reliability of pharmaceutical product output. Central to this inquiry is the assessment of how individual employee performance metrics serve as a primary catalyst for sales performance, creating a clear line of sight between daily staff contributions and bottom-line revenue generation.

Need of the Study

The investigation into how employee service quality influences pharmaceutical businesses reveals a critical intersection between human performance and operational success. By examining the precise impact of api handling on product quality, the study underscores the technical dependency on staff accuracy, directly linking individual competency to the maintenance of rigorous industry standards. Furthermore, determining the primary influencers of sales performance allows leadership to move beyond conjecture, identifying the specific behavioral and systemic drivers that dictate market success. These insights collectively assist the organization in elevating both staff productivity and service standards, providing a robust data-driven foundation for improved managerial decision-making.



II. LITERATURE REVIEW

Adak - [2024] this research explores dangers of purchasing the majority of pharmaceutical materials from a small number of foreign suppliers that were brought to light by this study. The study revealed how brittle the global supply chain is and how any disruption could result in shortages of medications in numerous nations.

K. Ramesh kumar and dr. P. Venkata ramana - [2023] the study titled “predictors of quality of work in the indian pharma industry: a perceptual study among medical representatives” examines factors influencing quality of work life and job satisfaction among medical representatives. The objective is to analyze how demographic factors and work-related conditions affect employees’ perception and satisfaction.

Chinajitphan - [2022] this research demonstrates how a pharmaceutical manufacturing company uses good distribution practice (gdp). To identify hazards, the researcher examined the company's delivery and storage records from 2020 to 2021. The project helped the business obtain an official government certificate and successfully boosted the number of compliant items from 93 to 154.

Austin et al. - [2021] this study looked into the environmental effects of over-the-counter (otc) medication sales and product kinds. The amount of medication that ends up in the soil and water was monitored by the researchers using computer models and sales data. They discovered that because they frequently neglect to account for medications purchased over-the-counter, current environmental reports are excessively low.

Sanjay charith - [2019] this study titled “total quality management practices in health care organizations: perception of health care providers” examines healthcare providers’ perceptions of total quality management (tqm) and its influence on quality performance in healthcare organizations. The main objective is to analyze how tqm practices affect service quality using structured questionnaires and statistical analysis.

Malhotra - [2005] this study examined how new technology might improve the efficiency of pharmaceutical manufacturing. He discovered that while many businesses are reluctant to abandon their outdated practices, streamlining the chemical processes can reduce costs and enhance quality.

III. RESEARCH METHODOLOGY

Primary data: employees were given a standardized questionnaire to complete in order to gather primary data. By directly obtaining first-hand information from respondents, this approach ensures accuracy and relevance to the study's goals.

Secondary data: it has been gathered from a variety of sources, including reputable websites, research articles, company reports.

Tools and Techniques

Data collection tool: structured questionnaire. Primary data collection: survey method.

Secondary Data Sources

- Internal company data and company reports.
- Google scholar was used to gather research articles.
- Scholarly articles and publications from researchgate.

Data analysis tool: percentage analysis.

Presentation techniques:

- Bar charts
- Pie charts
- Tables

Software used: MS excel for data analysis and graphical representation.

Limitations of the study

1. Thirty respondents make up the study's small sample, which might not accurately reflect the whole population.
2. The study was completed in a short amount of time, which might have impeded in-depth data collecting and analysis.
3. The accuracy of the results may be impacted by personal bias in the employee responses.
4. Because the study only looked at one company, its conclusions might not apply to other businesses or sectors.

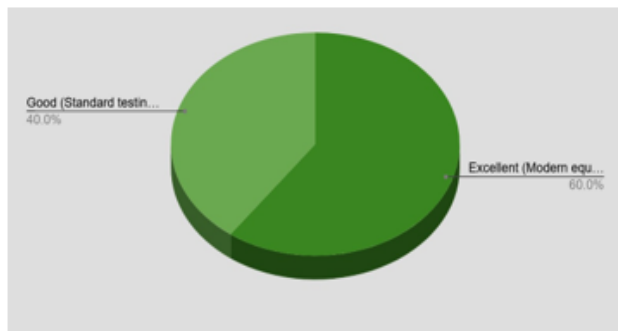
IV. DATA INTERPRETATION

1. How would you rate the impact of radison’s laboratory testing Infrastructure on customer trust?

Rating	No. Of respondents	Percentage
Excellent (modern equipment like hplc/gc build high trust)	18	60%
Good (standard testing is sufficient)	12	40%
Average (basic testing only)	-	-
Poor (needs more advanced machinery)	-	-
Total	30	100%

Interpretation

In the above chart shows the result, 60% of respondents thought Radison's laboratory testing infrastructure was great, and 40% thought it was decent. This shows a high level of confidence in the business's use of cutting-edge tools like GC and HPLC, which guarantee accurate, dependable, and legal testing procedures.



2. Have you ever lost a potential sale because a client doubted API lab data?

Potential sales	No.Of respondents	Percentage
Yes	5.	6.
No	24	80%
Maybe	6	20%
Total	30	100%

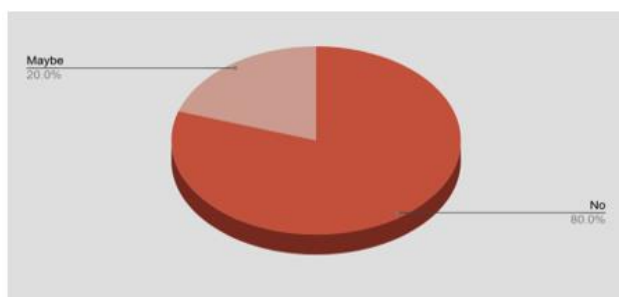


Chart No. 2

Interpretation

The above chart signifies strong faith in the company's api laboratory data and overall quality procedures is demonstrated by the results, which reveal that 80% of respondents have not lost sales.

3. How would you rate radison's product demand in the market?

Overall product quality	No. Of respondents	percentage
Excellent	13	43.3%
Good	17	56.7%
Average	5.	6.
Poor	7.	8.
Total	30	100 %

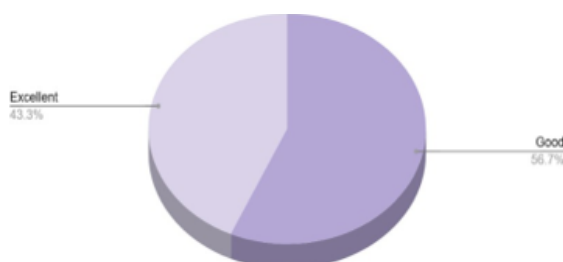


Chart No.3

Interpretation

According to the results, radison has been able to consistently maintain consistent quality in its pharmaceutical products, which boosts employee and customer confidence.

4. How satisfied are customers with HPW Radison's product Reliability?

HPW reliability	No. Of respondents	Percentage
Extremely satisfied	5	16.7%
Satisfied	12	40%
Neutral	13	43.3%
Dissatisfied	11.	12.
Total	30	100%

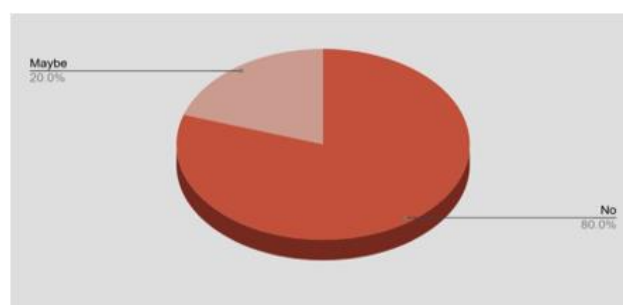


Chart No. 4

Interpretation

The above chart signifies strong faith in the company's api laboratory data and overall quality procedures is demonstrated by the results, which reveal that 80% of respondents have not lost sales.

Findings

- The survey responses were gathered from people with sufficient industry knowledge and practical experience, as evidenced by the fact that the majority of respondents were seasoned workers.
- In the pharmaceutical industry, the majority of respondents said Radison's product quality was competitive and dependable.
- According to the report, customer trust and business relationships are significantly impacted by regulatory compliance and certification criteria.
- Approximately 96.7% of respondents stated that regulatory approvals and us-DMF/CEP file status are crucial quality indicators for pharmaceutical items.
- Many respondents said that Radison's packaging standards are competitive with those of elite pharmaceutical corporations.
- The results show that the company's packaging and product handling procedures uphold acceptable safety and quality standards.

Suggestions

- Radison should continue maintaining high product quality standards, as quality is one of the major factors



influencing customer satisfaction and long-term business relationships.

- The company should strengthen its branding and promotional activities to improve market visibility and create stronger brand recognition in the pharmaceutical industry.
- More advanced technical training programs should be conducted regularly for the sales force to enhance their ability to handle complex product and chemical-related customer queries.
- Radison should increase customer engagement activities such as product awareness programs, seminars, and professional interactions with clients to strengthen b2b relationships.

V. CONCLUSION

The study concludes that Radison has established a strong position in the pharmaceutical B2B market through its commitment to quality, regulatory compliance, customer satisfaction, and professional business practices. The analysis of survey responses indicates that most respondents are satisfied with the company's product quality, packaging standards, transparency, and technical support services. The technical training provided to employees and sales personnel was also viewed positively, helping them handle customer queries effectively and improving overall communication with clients. The study further highlights that certifications, safety standards, and reliable operational practices play a significant role in building customer trust and maintaining long-term business relationships in the pharmaceutical industry.

At the same time, the research identified opportunities for improvement in areas such as branding, promotional activities, digital marketing, and advanced employee training. By focusing on continuous improvement, innovation, and stronger customer engagement strategies, Radison can further enhance its competitive advantage and expand its market presence. Overall, the company demonstrates strong growth potential and the ability to maintain sustainable business relationships through quality-oriented and customer-focused operations.

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