Enabling Collaborative Resource Sharing in the Pharmaceutical Industry During Disruption: an Exploratory Assessment

Mustapha Saidi Atanda and Mouhamad Shaker Ali Agha
Department of Management Sciences, University of Strathclyde, Glasgow, G1 1XQ U.K.
saidi.mustapha@strath.ac.uk, mouhamad.s.ali-agha@strath.ac.uk

Tariq Masood
Department of Design, Manufacturing and Engineering Management,
University of Strathclyde, Glasgow, G1 1XQ U.K
tariq.masood@strath.ac.uk

Abstract

The paper examines the promotional factors of collaborative resource sharing (CRS) in the pharmaceutical industry during disruption. The pharmaceutical industry remains the backbone of the health sector as it supports activities of hospitals and care-homes in terms of drug manufacturing and production of health care facilities. Based on the significance of this industry, the need to promote faster recovery strategies such as CRS to help pharmaceutical industry recover quickly during disruption like COVID-19 is paramount. The paper adopts exploratory analysis and descriptive methodologies to delineate responses garnered from sampled professionals, practitioners and experts in the pharmaceutical industry. The paper finds that increased efficiency, risk reduction, and sharing of transient knowledge, among others are general factors that promote the application of CRS strategy in disruption. Also, the paper confirms that trust, commitment, incentives and continuous innovation are promotional factors of CRS in the pharmaceutical industry in both normal and disruptive periods. It concludes that promotional factors of collaborative resources sharing are multifaceted, and those factors that are instrumental to reducing the impact of disruption are more conventional than those factors to consider during normalcy. The paper recommends continuous innovation and creation of intermediating elements for successful implementation of CRS in the pharmaceutical industry.

Keywords
Collaborative resource sharing, Trust, Commitment, and exploratory analysis.

Biographies
Mustapha Saidi Atanda is currently a Ph.D. Researcher at the Department of Management Science, Strathclyde Business School, University of Strathclyde, Glasgow, U.K. Prior to joining the University of Strathclyde, he has worked as a Lecturer at Nigerian Universities. He holds several awards, distinctions, and grants. He is a member of numerous professional bodies, such as IIBA, PMI, IEDRC, and the world Research Council. His research interests include supply chain recovery, resource collaboration, digital finance, financial economics, and risk management.

Mouhamad Shaker Ali Agha is an Associate Professor (teaching) in the Department of Management Science where he also received his PhD and MSc. His research interest lies in the area of supply chain management and Industry 4.0 in general. In particular, He is interested in the supply chain risk and resilience analysis, digital supply chains,

operations innovation. Dr Ali Agha is leading a research group that specialized in these areas. Dr Ali Agha is also the director of MSc Business Analysis and Consulting and MSc International Master Project Management in Strathclyde Business School.

Tariq Masood, PhD, MSc, BSc is a Professor (Reader) in Design, Manufacturing and Engineering Management at University of Strathclyde, Glasgow, UK. He is leading a research group with interests in the general areas of robotics and autonomous systems, digital engineering/manufacturing and engineering design, particularly topics related to smart factories, Industry 4.0 technology adoption, system design, and technology & operations management. Dr Masood sits on editorial (advisory) boards of several journals, e.g., Wiley IET Collaborative Intelligent Manufacturing, Taylor & Francis Digital Twin, Taylor & Francis Cobot, and PeerJ Computer Science. Prior to this, he has worked at the University of Cambridge, Cranfield University, Rolls-Royce and Loughborough University.