

Title: INVESTIGATING THE ADAPTATION OF SDGs IN FAMILY-OWNED PHARMACEUTICAL FIRMS IN INDIA

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RESEARCH QUESTIONS:

1. What is the approach of Indian family firms, in the pharmaceutical industry, towards SDGs in general and SDG3 in particular?
2. How do the Indian family firms in the pharmaceutical industry perceive SDGs in general and SDG3 in particular, and faces challenges while incorporating SDGs, SDG3?
3. What is the relationship between the adaptation of SDGs and the internationalization of the Indian family firms in the pharmaceutical industry?

INSTITUTIONAL FRAMEWORK:

An institutional lens has been taken for the research to understand the relation between family firms and SDGs. The main aim is to explore how Indian family firms in the pharmaceutical industry have engaged with and participated in achieving various SDGs goals, and how they incorporated them through formal rules and regulations (Maksic et al., 2018, Hysing and Olsson, 2017). Adoption of an institutional theory perspective in family firm shed light about the family firm behaviours and further clarify whether they have an agency or stewardship perspective (Breton-Miller & Miller, 2009; Wright et al., 2014).

METHODS:

The research design has a two-stage data collection process a) online questionnaire and b) semi-structured interviews.

QUANTITATIVE STAGE- In the first phase, an online survey questionnaire will be administered comprising of multiple and closed-end questions. Aim: to gather perceptions of respondents at different hierarchal positions from different companies, associated with the pharmaceutical industry in general and family

firms in the industry, about their view on the engagement of SDGs by their respective companies.

QUALITATIVE STAGE- In the second phase in-depth, semi-structured interviews will be conducted. Aim: to get in-depth information on family-owned internationally active pharmaceutical companies, regarding how their organizational practices, systems, policies can facilitate or hinder the engagement and adoption of SDGs and why.

OUTCOME:

My research will make a contribution to the emerging research that seeks to explore the actions of organizations in addressing social issues. Beyond these broad areas, my research with its focus on family firms will provide an understanding of the role of such organizations and the approaches they adopt in engaging with SDGs.