

## INTEGRATION OF BUSINESS ANALYTICS INTO DECISION-MAKING IN PHARMACEUTICAL SALES AND MARKETING: A RESEARCH FRAMEWORK

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### Abstract

Traditionally, pharmaceutical sales and marketing depend highly on relationship marketing and subjective or judgment decision-making, which may risk business and public health. There is an urgency for a more reliable decision-making process, such as data-driven decision-making with business analytics, to ensure companies achieve their societal goal of reducing human suffering from illness effectively. Through a systematic literature review, this research assesses the use of business analytics and its integration into sales and marketing decision-making. This research analyses the literature using thematic analysis and a logic model and then proposes a comprehensive framework that integrates business analytics and decision-making process to improve sales performance. Multiple factors or variables are identified to impact business analytics and decision-making, indicating the need to explore the specific context of the pharmaceutical market. This study suggests future studies using a case study approach to understand the pharmaceutical phenomenon better. Further analysis with survey and SEM can be used to confirm relevant factors and the magnitude of the relationship between variables.

**Keywords:** Big Data Analytics; Business Analytics; Business Analytics Capabilities; Data-Driven Decision-Making; Pharmaceutical Sales & Marketing.

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