



**Bagaimana Orientasi Strategies Membentuk Kinerja Peluncuran Produk di Industri Farmasi:
Perspektif
Medical Affairs**
Elizabeth Anita Wijayanti, Prof. Dr. Eduardus Tandelilin, MBA
Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

**HOW STRATEGIC ORIENTATIONS SHAPE NEW PRODUCT LAUNCH
PERFORMANCE IN THE PHARMACEUTICAL INDUSTRY:
A MEDICAL AFFAIRS PERSPECTIVE**

Master Thesis

As a partial fulfilment to achieve MBA Degree

Study Program in Master of Management



Submitted by

E. Anita Wijayanti

22/510653/PEK/29305

to

FACULTY OF ECONOMICS AND BUSSINESS

UNIVERSITAS GADJAH MADA

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Faculty of Economics and Business

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AUTHORIZATION

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Submitted by

E. Anita Wijayanti

22/510653/PEK/29305

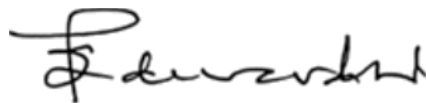
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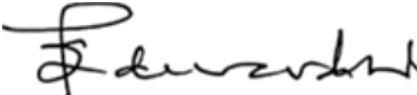
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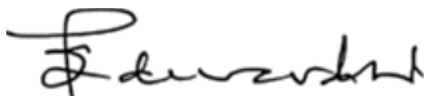
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Submitted by
E. Anita Wijayanti
22/510653/PEK/29305

Advisor

Prof. Dr. Eduardus Tandelilin, M.B.A.

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Director of Master of Business Administration Program


Prof. Dr. Eduardus Tandelilin, M.B.A.

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Bayu Sutikno, S.E., M.S.M., Ph.D.
NIP 197805202005011002

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Universitas Gadjah Mada

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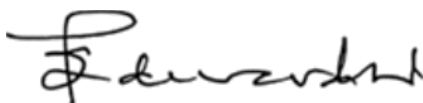
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E. Anita Wijayanti

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Prof. Dr. Eduardus Tandelilin, M.B.A