

9. References

- Annamalah, S., Subramaniam, R., & Gopal, R. (2025). Exploring the relevance and rigour of case study research in business: A contemporary perspective. *Journal of Sustainability Research*, 7(2), e250032. <https://doi.org/10.20900/jsr20250032>.
- Bedenkova, A., Rajadhyaksha, V., Beekman, M., Moreno, C., Fong, P.-C., Agustin, L., & Odell, S. (2020). Developing medical affairs leaders who create the future. *Pharmaceutical Medicine*, 34(5), 301–307. <https://doi.org/10.1007/s40290-020-00351-y>.
- Benevento, E., Aloini, D., Roma, P., & Bellino, D. (2025). The impact of influencers on brand social network growth: Insights from new product launch events on Twitter. *Journal of Business Research*, 189, 115123. <https://doi.org/10.1016/j.jbusres.2024.115123>.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>.
- Guo, C., Wang, Y. J., Hao, A. W., & Saran, A. (2018). Strategic positioning, timing of entry, and new product performance in business-to-business markets. *Journal of Business-to-Business Marketing*, 25(1), 51–64. <https://doi.org/10.1080/1051712X.2018.1424690>.
- Collins, C., Neely, L., & Khanna, S. J. D. (2024). Which cases do I need? Constructing cases and observations in qualitative research. *Annual Review of Sociology*, 50, 21-40. <https://doi.org/10.1146/annurev-soc-031021-035000>.
- Cooper, R. G. (2019). The drivers of success in new-product development. *Industrial Marketing Management*, 76, 36–47. <https://doi.org/10.1016/j.indmarman.2018.07.005>.
- De Villa, M. A., & Langley, A. (2024). Doing process research in international business. *International Business Review*, 33(5), 102316. <https://doi.org/10.1016/j.ibusrev.2024.102316>.
- Fakhreddin, F., & Foroudi, P. (2022). The impact of market orientation on new product performance through product launch quality. *Cogent Business & Management*, 9(1), 2108220. <https://doi.org/10.1080/23311975.2022.2108220>.

- Fakhreddin, F., Foroudi, P., & Rasouli Ghahroudi, M. (2021). The bidirectional complementarity between market orientation and launch proficiency affecting new product performance. *Journal of Product & Brand Management*, 30(6), 916–936. <https://doi.org/10.1108/JPBM-03-2020-2824>.
- Fraenkel, S., Haftor, D. M., & Pashkevich, N. (2016). Salesforce management factors for successful new product launch. *Journal of Business Research*, 69(11), 5053–5058. <https://doi.org/10.1016/j.jbusres.2016.04.079>.
- Gilgun, J. F. (2019). Deductive qualitative analysis and grounded theory: Sensitizing concepts and hypothesis-testing. In A. Bryant & K. Charmaz (Eds.), *The SAGE handbook of current developments in grounded theory* (2nd ed., pp. 107–122). SAGE.
- GLOBALPHARMA. (2024a). ONCOMED approved by the FDA to reduce recurrence risk in HR+/HER2– early breast cancer. Company press release. Retrieved from corporate website.
- GLOBALPHARMA. (2024b). ONCOMED receives European Commission approval for high-risk HR+/HER2– early breast cancer patients. Company press release. Retrieved from corporate website.
- GLOBALPHARMA. (2024c). Five-year Alpha Trial data show ONCOMED reduces recurrence risk by 28% in early breast cancer. Company press release. Retrieved from corporate website.
- GLOBALPHARMA. (2025a). Company overview for investors. Corporate website. Retrieved from corporate website.
- GLOBALPHARMA. (2025b). Corporate profile — Indonesia. Corporate website. Retrieved from corporate website.
- GLOBALPHARMA. (2025c). ONCOMED receives MHRA authorisation as adjuvant treatment for HR+/HER2– early breast cancer in patients at high risk of recurrence. Company press release. Retrieved from corporate website.
- Hideki, M. (2021). Medical affairs in pharmaceutical companies and related pharmaceutical regulations in Japan. *Frontiers in Medicine*, 8, 672095. <https://doi.org/10.3389/fmed.2021.672095>.

- Iyer, P., Davari, A., Zolfagharian, M., & Paswan, A. (2019). Market orientation, positioning strategy and brand performance. *Industrial Marketing Management*, 81, 16–29. <https://doi.org/10.1016/j.indmarman.2018.08.003>.
- Kohli, A. K., & Jaworski, B. J. (1990). Market orientation: The construct, research propositions, and managerial implications. *Journal of Marketing*, 54(2), 1–18. <https://doi.org/10.1177/002224299005400201>.
- Lindgreen, A., Di Benedetto, C. A., Brodie, R., & Vanhamme, J. (2021). How to write up case-study methodology sections. *Industrial Marketing Management*, 96, A7-A10. <https://doi.org/10.1016/j.indmarman.2020.04.012>.
- Ministry of Health, Republic of Indonesia. (2022, October 24). Kanker payudara paling banyak di Indonesia, Kemenkes targetkan pemerataan layanan kesehatan. Retrieved from <https://kemkes.go.id/id/kanker-payudaya-paling-banyak-di-indonesia-kemenkes-targetkan-pemerataan-layanan-kesehatan>.
- Minna, M., Rajalahti, T., Peltoniemi, M., Parvinen, P., & Juppo, A. (2015). Determinants of new product launch success in the pharmaceutical industry. *Journal of Pharmaceutical Innovation*, 10(3), 175–189. <https://doi.org/10.1007/s12247-015-9216-7>.
- Minna, M., Terho, H., Parvinen, P., & Juppo, A. (2016). The role and impact of firm's strategic orientations on launch performance: Significance of relationship orientation. *Journal of Business & Industrial Marketing*, 31(5), 625–639. <https://doi.org/10.1108/JBIM-12-2014-0250>.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment–trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>.
- Narver, J. C., & Slater, S. F. (1990). The effect of a market orientation on business profitability. *Journal of Marketing*, 54(4), 20–35. <https://doi.org/10.1177/002224299005400403>.
- Sweiti, H., Wiegand, F., Bug, C., Vogel, M., Lavie, F., Winiger-Candolfi, I., & Schuier, M. (2019). Physicians in the pharmaceutical industry: Their roles, motivations, and perspectives. *Drug Discovery Today*, 24(9), 1865–1871. <https://doi.org/10.1016/j.drudis.2019.05.021>.
- Tasci, A. D., Wei, W., & Milman, A. (2020). Uses and misuses of the case study method. *Annals of Tourism Research*, 82(4), 102815. <https://doi.org/10.1016/j.annals.2019.102815>.



UNIVERSITAS
GADJAH MADA

**Bagaimana Orientasi Strategies Membentuk Kinerja Peluncuran Produk di Industri Farmasi:
Perspektif**

Medical Affairs

Elizabeth Anita Wijayanti, Prof. Dr. Eduardus Tandililin, MBA

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Wisdom, J. P., Chor, K. H. B., Hoagwood, K. E., & Horwitz, S. M. (2014). Innovation adoption: A review of theories and constructs. *Administration and Policy in Mental Health and Mental Health Services Research*, 41(4), 480–502. <https://doi.org/10.1007/s10488-013-0486-4>.