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PRESCRIPTION HABITS AND PERCEPTION OF MEDICAL ETHICS

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This research paper presents an assessment of the factors that affect doctor prescribing practices, and shows if the institutional environment influences the perception of ethic regarding general practitioners.

We employed a qualitative inductive approach, using semistructured interviews in order to explore the prescribing behavior of doctors and to investigate if the institutional environment influence the ethical perception of physicians.

The findings of the paper will help the pharmaceutical industry actors to establish more efficient strategies to promote their drugs. The results also help to give clear insights to government in order to improve controlling interactions between healthcare stakeholders.

Biography

Asma Baazaoui is a PhD student at Institut Supérieur de Gestion (ISG) in Tunisia

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