

A Cultural-Economic Technology Roadmap for The Export of Products with Advanced Technology in The Pharmaceutical Industry

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Abstract

Recent decades have seen a dramatically accelerating pace in the development and adoption of new technologies, and this rapid change in technology has affected almost all areas of the economy, society, and culture. Technology has always been at the service of mankind mainly, and a prominent advancement has been observed in the domain of technology for a long time. The relationship between economics and technology and culture has become more important, especially for emerging economies. Capital flow, talents, information, technology and other resources has led to increased competition between firms. However, technology standardization and technology development can only enhance each other if both are compatible. This study has been carried out with the aim of presenting a cultural-economic technology roadmap for the export of advanced technology products with an export approach in the pharmaceutical industry. For this purpose, first the common methods in building the roadmap are examined, and experts in economics, culture, and pharmacy have been asked to complete questionnaires and conduct interviews. First, the drivers are identified and the necessary factors in the second layer of the technology roadmap are reviewed and identified. According to the drivers identified in the first layer of the technology roadmap, and also according to the second layer of the technology roadmap, the technologies needed to achieve these projects are identified. Finally, the cultural-economic technology roadmap of high-tech products with an export approach in the pharmaceutical industry was drawn, and necessary technological strategies were extracted according to it in a scheduled manner.

Keywords: Cultural, economic and social development, Cultural media, Advanced technology, pharmaceutical industry, Technology roadmap