

**PRESCRIPTION MOTIVATION**  
**AN ANALYTICAL STUDY OF THE FACTORS**  
**CONTRIBUTING TO THE PRESCRIPTION DECISION**  
**PROCESS OF THE CLINICIANS**  
**IN INDIA**



**A THESIS**  
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**THE DEGREE OF**  
**DOCTOR OF PHILOSOPHY**  
**IN**  
**MANAGEMENT STUDIES**

**UNDER THE GUIDANCE OF**  
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