ANALYSIS OF THE MAIN MOTIVES FOR MERGERS AND ACQUISITIONS IN THE PHARMACEUTICAL MARKET

Investigation of the causes is encouraging managers to enter into more and more mergers and acquisitions (M&A) deals in conditions of high risk of failure, is the subject of numerous scientific actions. In this scientific article are considered various motivational factors for mergers and acquisitions in the pharmaceutical market. Bringing different points view on the M&A motives and their classification. In this overview of scientific publications, has allowed the author to highlight four main motives for mergers and acquisitions pharmaceutical and biotech companies.

Keywords: mergers, acquisitions, pharmaceutical market, motives.

Prezentat la 05.08.2016
Publicat: august 2016