

## Exploring the Inter-firm Collaborating and Supply Chain Innovation in the Pharmaceutical Industry

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**Abstract :** Uncertainty and competitiveness are changing firm's environment to become more complicated. The competition is moving to supply chain's level, and firms need to collaborate and innovate to survive. In the current economy, common efforts between organizations and developing new capacities mutually are the key resources in gaining collaborative advantage and enhancing supply chain performance. The purpose of this paper is to explore different practices of collaboration activities that exist in the pharmaceutical industry of Morocco. Also, to inquire how these practices affect supply chain performance. The exploration is based on interpretativism research paradigm. Data were collected through semi-structured interviews from supply chain practitioners. Qualitative data was analyzed via Iramuteq software to explore different themes of the study. The findings include descriptive analysis as a result of data processing using Iramuteq. It also encompasses the content analysis of the themes extracted from interviews.

**Keywords :** inter-firm relationships, collaboration, supply chain innovation, morocco

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