

**POSTER PRESENTATIONS  
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**PHARMACY ADMINISTRATION  
(PA)**

**POSTER PRESENTATIONS**

## POSTER PRESENTATION I.

(PA)

### Niche Marketing And A Study About Plant Originated Drugs

M. Ulusoylu

Marmara University, Faculty of Pharmacy, Department of Pharmacognosy,  
Haydarpaşa, İstanbul 81010, TURKEY

Normally, market parts are big and explicable groups in general market. But niche is a more narrow group in that. Some groups haven't satisfied their needs which are typical niche.

Niche marketing experts catch some gaps in market and fill them with new products and/or new service systems for their consumers.

Generally, drugs known as synthetic treatment agents, but someone prefer plant originated drugs whom call niche group.

In this study, Plant Originated Drug users and composers of niche market group were investigated. Their age, sex, income, job, education, state, personality trait.... etc were studied to achieve this goal.

## POSTER PRESENTATION II.

(PA)

### Marketing Of Pharmaceuticals In The 21<sup>st</sup> Century And Beyond

A. Yalçın<sup>1</sup> and M. Arslan<sup>2</sup>

<sup>1</sup>Marmara University, School of Social Sciences, Beyazit, 34452, Istanbul, TURKEY.

<sup>2</sup>Marmara University, Faculty of Finance & Administrative Sciences, Bahçelievler, Istanbul, TURKEY

Transformation is one of the cornerstones of molecular genetics, because it is often the best way to reintroduce DNA into cells. Preparing "competent" bacteria by treating with CaCl<sub>2</sub> is the most commonly used method for transformation, which makes bacteria cell wall permeable to DNA transfer. Another way by which DNA can be introduced into bacterial cells is electroporation. The electrical shock seems to open the cells, and DNA move into cells. The method requires special expensive equipment and have poor reproducibility. Transfection of foreign genetic materials into cells by lipids has become a common technique for mammalian cell systems, but transformation efficiency of these carriers for bacterial cells haven't been investigated fully yet.

In our study, transformation efficiency of various carrier formulations were examined. The objective of the investigation is to find out a simple and convenient way of transformation. Here, three types of material were selected as being, aminoacids (alanine, valine, leucine), cationic lipids (DOTAP:DOPE, 1:1 w/w) and a nonionic surfactant (Tween 80). Various compositions of these above mentioned materials were examined for their transformation efficiencies.

Results of the study demonstrated that, the usage of aminoacids especially with longer carbon chain can enhance the transformation efficiency of plasmid DNA.