A review on marketing and supply chain of medicinal plants using PRISMA

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ABSTRACT

Medicinal plants represent a valuable source of drug discovery for many modern medicines. Yet very little reported work has been done on the marketing and supply chain of medicinal plants in India. This study aimed to investigate the marketing and supply chain dynamics with various stakeholders involved for medicinal plants in India. A systematic literature review was conducted using Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) framework, with data extracted from the Google Scholar database. The topic was formulated using the Population, Intervention, Control, and Outcome (PICO) technique. The study identified influential papers and authors, providing valuable insights into research trends and highlighting the need for further investigation into specific areas within this domain. This study contributes to a better understanding of the research landscape surrounding the marketing and supply chain of medicinal plants in India.

Keywords: *Systematic Literature Review, PRISMA, PICO, medicinal plants, marketing, supply chain*