

# ***STRATEGIC FUTURES FOR PFIZER IN INDIA: NAVIGATING AN ENERGY CRISIS AMIDST TECHNOLOGICAL AND CLIMATE TRANSITIONS***

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## **STAGE 1: MACRO-ECONOMICS SCENARIO**

### **1. INTRODUCTION AND SETUP**

Pfizer is a global leader in biopharmaceuticals, known for its portfolio of innovative therapies, vaccines, and consumer healthcare products. In India, Pfizer Limited operates as a significant subsidiary, engaged in both commercial and manufacturing activities, supplying over 150 products across therapeutic areas such as cardiology, oncology, and anti-infectives (Pfizer India, 2024). Its operations are deeply embedded within India's public-private healthcare fabric and increasingly influenced by the country's shifting macroeconomic and regulatory landscape.

This analysis constructs two forward-looking macroeconomic scenarios, each projected five years into the future, to evaluate Pfizer's **strategic environment** in **India**. Both scenarios begin with a shared economic crisis that is **an energy price shock**, a particularly acute risk for India, which imports more than 85% of its crude oil and is thus highly exposed to global energy volatility (IEA, 2023). This systemic supply-side disruption serves as the analytical baseline.

The two scenarios then diverge by introducing distinct global trends:

- **Scenario A: *The rapid adoption of technological change***, especially in AI-driven healthcare, digital infrastructure, and pharma innovation.
- **Scenario B: *The intensification of climate change***, leading to more frequent health crises, regulatory pressure, and operational instability.

India, as a strategic emerging market, offers a complex and instructive case. It faces twin macro vulnerabilities that are external inflation risks from energy markets and internal health system constraints yet also holds long-term advantages in its digital health transformation and growing healthcare demand (World Bank, 2023; McKinsey Global Institute, 2024).

The assignment integrates macroeconomic reasoning with business strategy using frameworks including AS-AD modelling, PESTEL, and Porter's Five Forces. Rather than treat strategic responses as isolated actions, this analysis derives insight from structural shifts, showing how Pfizer's competitiveness may be shaped by changes in aggregate supply, aggregate demand, policy, and industry structure. The goal is to demonstrate not only contextual awareness, but also strategic anticipation rooted in macroeconomic logic.

### **2. JUSTIFICATION OF ECONOMIC CRISIS: Energy Price Shock**

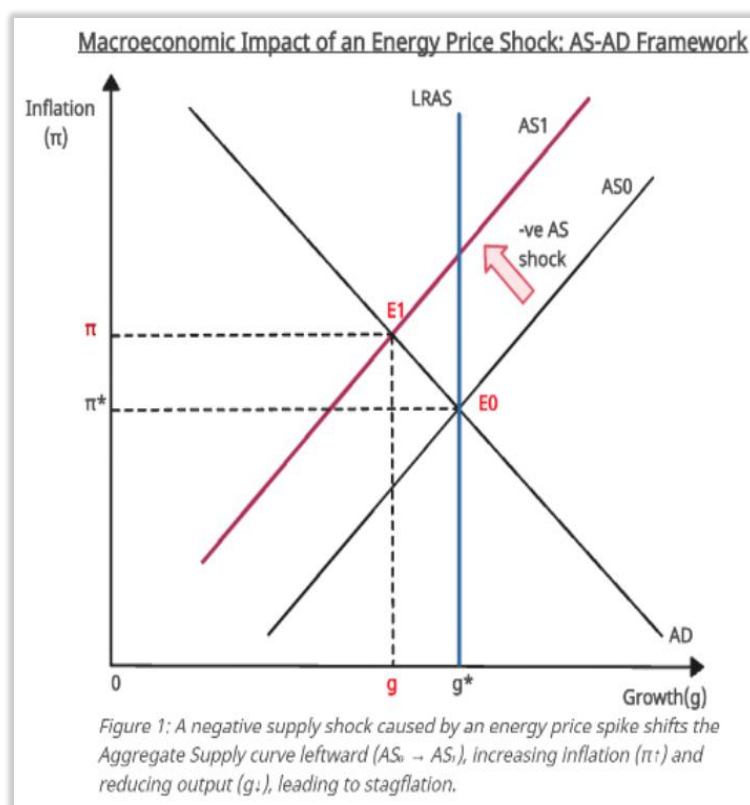
An energy price shock is a prototypical negative supply-side shock, particularly disruptive for energy-importing economies such as India. As of 2023, India relies on imports for over 85% of its crude oil and over 50% of natural gas (IEA, 2023). Sharp increases in energy prices driven by geopolitical instability, supply chain bottlenecks, or global production cuts impose significant inflationary pressures while

constraining output. This type of crisis results in stagflationary dynamics: rising inflation accompanied by stagnant or declining economic growth.

In India's context, the transmission mechanism of such a shock unfolds through multiple macroeconomic channels. First, higher oil and gas import bills deteriorate the current account balance and weaken the rupee, raising the cost of all imports. Second, elevated fuel prices increase production costs across sectors from transportation and logistics to agriculture and manufacturing, triggering a broad-based rise in input costs. Third, monetary policy tightens in response, as the central bank seeks to anchor inflation expectations, raising borrowing costs and dampening investment and consumption (RBI, 2023).

This creates a challenging macroeconomic environment where consumer real incomes decline, household discretionary spending contracts, and private investment weakens. Fiscal policy may attempt to cushion the blow via subsidies or tax reductions, but these exacerbate deficits and limit long-term capital expenditure. Additionally, energy-intensive sectors such as manufacturing and logistics may face sharp cost escalations, leading to a reallocation of capital and labour across the economy.

In terms of macroeconomic modelling, an energy price shock shifts the Aggregate Supply (AS) curve leftward. If the shock is persistent or global, the Long-Run AS (LRAS) may also contract due to reduced capital formation and productivity erosion. Aggregate Demand (AD) may decline marginally due to rising interest rates and reduced consumer spending. The net result is a new macroeconomic equilibrium with higher inflation and lower output, a stagflationary outcome that is particularly difficult to manage without coordinated fiscal and monetary interventions.



### 3. SCENARIO A: Technological Change and Energy Price Shock

This scenario combines the short-term macroeconomic disruption caused by a sustained energy price shock with the longer-term systemic shifts associated with accelerating technological change in India. While the energy crisis exerts stagflationary pressure by increasing costs and suppressing output, rapid

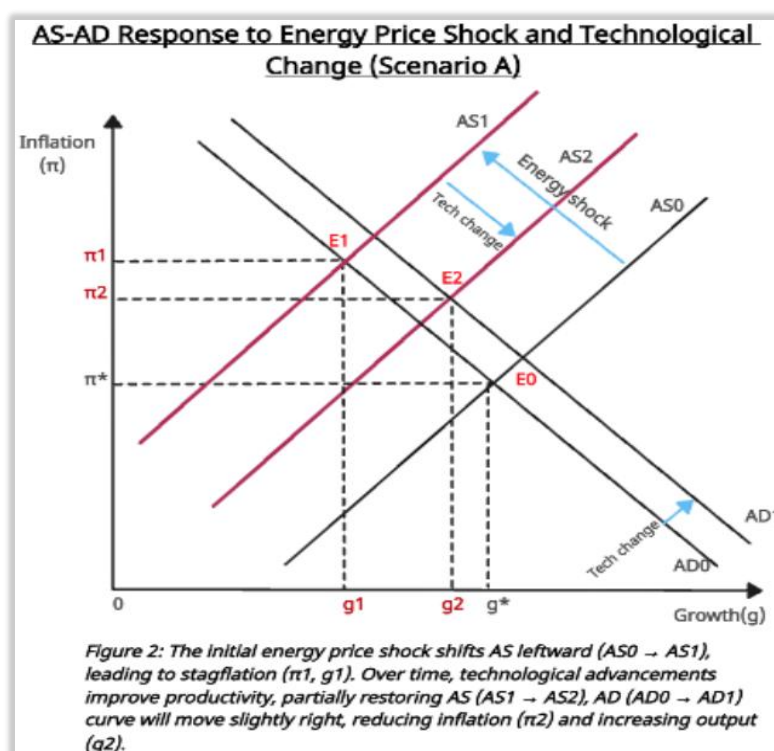
technological transformation introduces countervailing productivity-enhancing effects that may partially stabilise the economy in the medium term.

India's ongoing digitalisation is set to accelerate through both public and private initiatives. The government's flagship platforms like the India Stack and the Ayushman Bharat Digital Mission have laid the groundwork for widespread digital integration across healthcare, banking, and public service delivery (Government of India, 2023). Concurrently, global and domestic investment into artificial intelligence, cloud infrastructure, and automation is expected to deepen, particularly in logistics, education, manufacturing, and agriculture (McKinsey Global Institute, 2024).

Key features of this global trend include: **Increased adoption of AI and machine learning** in operations and governance, enhancing decision-making efficiency and predictive capacity; **Expansion of remote services and tele-connectivity**, reducing reliance on physical infrastructure and energy-intensive commuting (World Economic Forum, 2023); **Growth in digital public infrastructure**, enabling scalable and inclusive service delivery; **Automation of repetitive tasks** across sectors, reducing unit labour costs and optimising supply chains (RBI, 2023); **Accelerated innovation cycles**, fostering entrepreneurship and cross-sector tech spillovers (OECD, 2023).

Initially, the energy shock dominates the economic environment. It drives up production costs, reduces output, and creates inflationary pressure, shifting the short-run Aggregate Supply (AS) curve leftward. However, as these technological features diffuse more widely, the macroeconomic environment begins to adjust. Over time, improved efficiencies and energy-saving innovations may shift AS partially rightward again, countering inflation and restoring output potential. Additionally, sustained technological adoption across sectors could gradually shift the Long-Run Aggregate Supply (LRAS) curve rightward, expanding India's potential output and anchoring long-term growth beyond the immediate recovery.

The Aggregate Demand (AD) curve may also experience a modest rightward shift, as digital consumption models lower transaction costs and facilitate broader market participation. This rebalancing does not eliminate the effects of the energy crisis but moderates them, supporting a path toward recovery. Thus, this scenario portrays a medium-term macroeconomic evolution where initial stagflation is gradually mitigated through technology-enabled resilience. The extent of recovery will depend on the rate of adoption, digital inclusivity, regulatory support, and complementary investment in digital skills and infrastructure.



## 4. Scenario B: Climate Change and Energy Price Shock

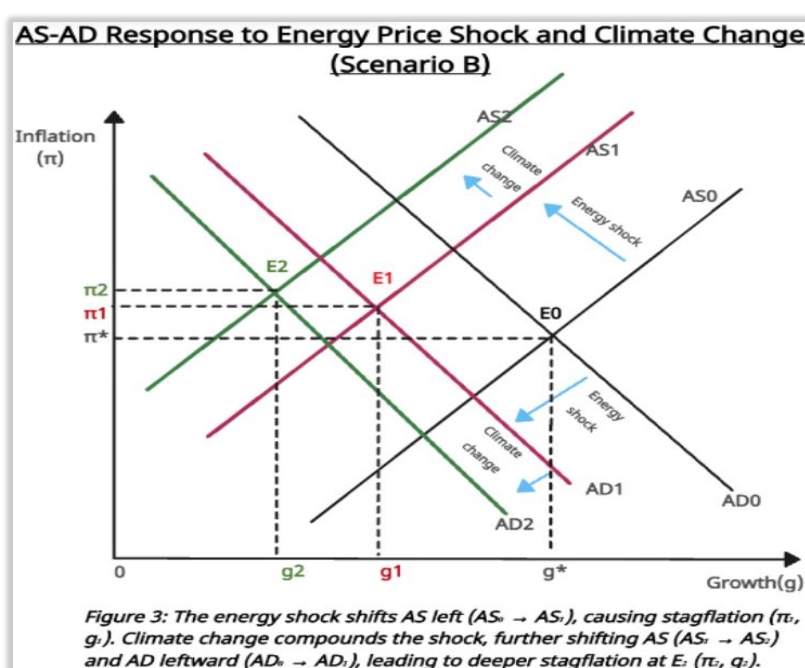
This scenario examines the macroeconomic conditions that arise when a prolonged energy price shock is accompanied by the accelerating effects of climate change. In this context, India faces not only the inflationary and supply-side pressures of high fossil fuel costs but also the systemic risks associated with environmental instability such as extreme weather, declining agricultural productivity, and increased health burdens. These compounding crises interact to create a fragile, high-risk economic environment over the next five years.

Climate change is already reshaping India's physical and economic landscape. The country has experienced a significant increase in the frequency and severity of climate-related events, with over 75% of districts classified as hotspots for extreme weather, ranging from heatwaves and droughts to cyclones and urban flooding (World Bank, 2023). This scenario assumes that such events will intensify, exacerbating economic vulnerabilities.

Key features of this global trend include: **Increased frequency and severity of heatwaves**, reducing labour productivity and creating health risks, especially in outdoor sectors (ILO, 2019); **Unpredictable and extreme rainfall patterns**, undermining agricultural output, food security, and rural incomes (IPCC, 2022); **Escalating air and water pollution**, which impairs public health and increases public expenditure on disease management (Lancet Countdown, 2022); **Heightened energy demand for cooling and disaster response**, straining electricity infrastructure during peak climate stress (IEA, 2023); **Regulatory tightening and climate adaptation spending**, redirecting public and private capital toward infrastructure and environmental mitigation (OECD, 2023).

Under these combined pressures, the energy crisis is likely to be amplified. Climate-driven disruptions such as failed monsoons or floods can constrain domestic electricity generation (e.g., hydropower), pushing demand for imported energy even higher. Meanwhile, agriculture which is the largest employer in India faces structural decline in output, impacting rural consumption and fuelling inflation through food price shocks.

Macroeconomically, the Aggregate Supply (AS) curve shifts left due to both higher input costs (from the energy crisis) and lower productivity (from climate stress). The Aggregate Demand (AD) curve may also shift leftward as consumption and investment decline amid uncertainty, risk aversion, and reduced household incomes. The result is a compounded stagflationary environment with reduced growth and persistent inflation.



Additionally, sustained climate-related damages could shift the Long-Run Aggregate Supply (LRAS) curve leftward over time, reflecting a permanent reduction in India's productive capacity and raising long-term inflationary risks.

Fiscal and monetary policy face difficult trade-offs. The government must balance inflation control with increased expenditure on climate resilience such as flood control, healthcare capacity, and emergency response systems. Simultaneously, foreign investment may become more risk-sensitive, especially if infrastructure resilience is perceived to be weak. This scenario illustrates how climate change can evolve from an environmental issue into a full-blown macroeconomic threat. Without robust adaptation measures and diversified energy strategies, the long-term sustainability of India's growth model is significantly challenged.

### 5. Comparative Scenario Matrix

The following matrix provides a comparative overview of the two macroeconomic scenarios developed in Stage 1. Each scenario stems from a common energy price shock but evolves differently based on the global trend that shapes it. While Scenario A reflects the potential for recovery through technology-led productivity gains, Scenario B demonstrates the compounded macroeconomic fragility driven by climate-induced disruptions.

Dimensions	Scenario A: Technological Change + Energy Shock	Scenario B: Climate Change + Energy Shock
Growth Outlook	Moderate recovery through productivity and digital diffusion	Prolonged stagnation due to climate-exacerbated disruptions
Inflation	Initial rise, stabilising as tech reduces cost pressures	Persistently high due to food, energy, and health-related costs
Aggregate Supply	AS shifts left, then partially right as tech improves efficiency	AS shifts left persistently due to climate damage and uncertainty
Aggregate Demand	AD stable or slightly rising through digital accessibility	AD contracts due to reduced consumption and investment
Labour Market	Skill reallocation and digital job creation	Productivity losses and displacement from climate stress
Policy Priorities	Investment in digital infra, skilling, and innovation finance	Climate adaptation, disaster response, and food security

While both scenarios begin with a negative supply shock, Scenario A presents conditions for partial economic stabilisation through technological resilience. Scenario B, by contrast, reflects deeper structural vulnerabilities, highlighting the long-term macroeconomic risks of unmitigated climate change.

These contrasting macroeconomic trajectories underline the importance of context-driven strategic planning. While technological acceleration offers a route to recovery and long-term growth, climate change presents deeper systemic risks that threaten supply stability, demand continuity, and national resilience. These scenario dynamics form the basis for the organisational and industry-level analyses that follow in Part 2.

## **STAGE 2: STRATEGIC ANALYSIS FOR PFIZER IN INDIA**

### **6. PESTEL Analysis of Pfizer's External Environment in India**

**Political** factors in both scenarios will play a critical role in shaping market access, pricing, and compliance. Under Scenario A, the Indian government is likely to expand its digital health mission and incentivise technological innovation in the pharmaceutical sector (Government of India, 2023). This may include supportive frameworks for digital prescriptions, e-pharmacies, and AI regulation, creating opportunities for firms with strong R&D and digital infrastructure. However, increasing scrutiny around data privacy and cross-border data flows may impose compliance burdens. In Scenario B, public health and climate adaptation take centre stage. Policy attention shifts toward environmental compliance, disaster resilience, and health system strengthening. Regulatory tightening around emissions, water use, and pharmaceutical waste may intensify. Both scenarios imply regulatory complexity, but while Scenario A focuses on digital enablement, Scenario B emphasises environmental governance and risk controls.

**Economic** factors in Scenario A offers a moderate rebound in growth as digital productivity gains partially offset the energy crisis. Rising investment in tech infrastructure and digital healthcare could stimulate new demand channels. However, inflation and cost pressures from energy prices may still challenge affordability-sensitive segments. In contrast, Scenario B presents a more fragile economic environment. Climate-induced shocks such as crop failures or urban flooding disrupt supply chains, suppress consumption, and raise public health expenditures. Inflation remains elevated due to energy and food price volatility (World Bank, 2023). In this scenario, Pfizer may face cost instability and uneven regional demand as economic resilience varies across states.

**Socio-cultural** factors under Scenario A, increasing digital literacy, mobile penetration, and public trust in technology enable deeper integration of digital health solutions. Urban middle-class patients become more engaged with remote consultations, data-driven diagnostics, and outcome-based treatments. This creates cultural alignment with Pfizer's innovation-led offerings. Scenario B, however, amplifies health inequities. Vulnerable populations are more exposed to disease, displacement, and disrupted care access. Social narratives around resilience, equity, and preventive healthcare intensify. Public sentiment may shift toward affordable generics and government-supported interventions. For Pfizer, this implies the need for locally tailored communication and inclusive health strategies.

**Technology** is a major enabler in Scenario A. AI in drug discovery, blockchain in supply chain tracking, and IoT in cold chain logistics drive operational efficiency and differentiation (World Economic Forum, 2023). Partnerships with Indian health-tech firms become strategically vital. Digital adoption expands Pfizer's access footprint, particularly in rural and Tier II cities. In Scenario B, technological investment slows as capital shifts toward infrastructure resilience. However, innovations in climate-adaptive healthcare (e.g., temperature-stable formulations, mobile clinics) gain relevance. The nature of innovation changes: from competitive advantage to system stability and adaptation. Pfizer may need to pivot towards public-good innovation models in this context.



**Environmental** considerations differ starkly between the two scenarios. In Scenario A, environmental impacts remain background risks. Technology enables energy-efficient operations, better resource utilisation, and emissions tracking. ESG commitments are reputational drivers, but not existential. In Scenario B, ecological constraints move to the forefront. Water scarcity, flooding, and heat stress directly disrupt operations (IPCC, 2022). Environmental risk becomes operational risk. Regulators, investors, and civil society actors increase pressure on firms to prove environmental accountability. Pfizer’s ability to meet strict ESG benchmarks becomes critical to maintaining licence to operate and brand trust.

**Legal** complexity increases in both scenarios. Scenario A brings challenges around AI ethics, digital consent, and data localisation laws. Scenario B introduces stricter environmental and occupational health regulation. In both cases, Pfizer must navigate evolving compliance frameworks, but with different thematic foci with digital integrity in one, environmental responsibility in the other.

PESTEL Factor	Drivers / Conditions	Scenario A: Technological Change + Energy Shock	Scenario B: Climate Change + Energy Shock
Political	Expansion of digital health policy; tighter data laws; ESG standards emerging	(+) Support for tech-enabled healthcare; (↑) data privacy regulation	(-) Stricter ESG and climate compliance; (↑) environmental licensing burden
Economic	Inflation volatility; fiscal space under pressure	(+) Tech productivity offsets inflation moderately	(-) Persistent inflation; (↓) demand due to climate disruption
Socio-cultural	Urban-rural healthcare divide; climate vulnerability awareness	(+) Growing trust in digital health models	(-) Health inequality and migration worsen public health outcomes
Technological	AI, blockchain, automation adoption rates	(+) Accelerated R&D and operational efficiency	(±) Focus on resilience tech, not competitive innovation
Environmental	Climate risk exposure; energy dependency	(±) Low impact; tech supports energy efficiency	(-) Direct operational disruption; (↑) regulatory and reputational risks
Legal	Evolving frameworks on tech ethics, sustainability, pharma regulation	(+) Digital compliance challenges manageable	(-) Expanding environmental law obligations, occupational safety norms

7. Porter’s Five Forces Analysis for Pfizer Competitive Dynamics

**Threat of New Entrants:** In Scenario A, technological change lowers entry barriers for digitally native health-tech startups, increasing the threat of new entrants (McKinsey Global Institute, 2024). Digital platforms and AI-based diagnostics allow smaller players to capture niche markets without extensive physical infrastructure. However, in Scenario B, the capital intensity required for climate adaptation, rising operational risks, and regulatory burdens discourage new market entrants, consolidating the industry around larger, more resilient incumbents.

**Threat of Substitutes:** In Scenario A, technological alternatives such as telehealth, digital therapeutics, and AI-driven treatment plans proliferate, increasing substitute pressures for traditional pharmaceutical delivery models. Consumers may partially shift from conventional medication regimes to preventive, tech-enabled health solutions. In Scenario B, the substitute threat also rises but in a different form—greater reliance on low-cost alternatives, traditional medicines, and government-sponsored basic healthcare due to affordability constraints.

**Bargaining Power of Suppliers:** Under technological change (Scenario A), supplier power remains moderate. The expansion of local active pharmaceutical ingredient (API) manufacturing, digital supply chain transparency, and process automation help reduce dependency on a few critical suppliers. Conversely, in the climate change scenario (Scenario B), supply chains become more vulnerable to climatic disruptions (World Bank, 2023). Shortages of key raw materials, energy constraints, and transport interruptions heighten supplier bargaining power, increasing input costs and operational risk.

**Bargaining Power of Buyers:** Scenario A sees buyers gaining power through enhanced price transparency, digital comparison platforms, and rising consumer literacy around healthcare choices. Patients, hospitals, and governments increasingly expect value-driven offerings. In Scenario B, while buyer power also increases, it is driven by necessity: constrained public budgets, higher healthcare demand, and economic stress lead buyers to demand lower-cost medicines and services, squeezing margins across the sector (World Economic Forum, 2023).

**Industry Competitive Rivalry:** In Scenario A, competition intensifies as firms leverage technology to differentiate themselves through innovation, speed, and customer-centric digital engagement. Health-tech companies, traditional pharmaceutical firms, and tech giants entering healthcare converge to create a dynamic but crowded competitive field. In Scenario B, rivalry decreases somewhat, not due to market maturity but because adverse macro conditions eliminate weaker players. The market consolidates around firms that can absorb climatic shocks and comply with stringent environmental and health regulations (OECD, 2023).

Force	Scenario A: Technological Change + Energy Shock	Scenario B: Climate Change + Energy Shock
New Entrants	↑ Due to digital innovation and lower entry barriers	↓ Entry barriers rise due to climate adaptation costs
Substitutes	↑ Tech-based alternatives (telehealth, digital therapeutics)	↑ Shift to traditional, low-cost healthcare substitutes
Supplier Power	± Moderate due to local sourcing and digital supply chains	↑ High due to climate-induced raw material disruptions
Buyer Power	↑ Price transparency and informed consumer choices	↑ Budget constraints drive demand for low-cost solutions
Industry Rivalry	↑ High due to innovation race among tech and pharma players	↓ Consolidation among resilient firms

8. Strategic Implications Matrix: Opportunities and Threats

The following matrix captures the critical strategic pressures and openings for Pfizer in India under the two macroeconomic scenarios. It integrates environmental, technological, and competitive dynamics into a clear opportunity and threat landscape that Pfizer must navigate to sustain its market position.

Trend	Opportunity	Threat	Strategic Focus for Pfizer
Technological Change	Rapid expansion of AI-driven drug discovery, personalised medicine, and telehealth platforms enabling faster market access and patient reach	Rising competition from agile health-tech startups; complex digital regulatory landscape increasing compliance risk	Scale AI integration across R&D and operations; forge strategic tech alliances; strengthen data governance and cyber-defence frameworks
Climate Change	Increasing demand for vaccines, heat-resilient treatments, and mobile healthcare solutions, opening new product segments	Supply chain fragility, escalating production costs, and reputational risks from ESG non-compliance	Localise resilient manufacturing; diversify supplier base geographically; embed ESG across all operational and reporting standards



While technological acceleration unlocks growth through innovation, it also demands strategic agility to mitigate intensified competition and emerging regulatory burdens. Companies that fail to adapt quickly may find themselves displaced by more nimble health-tech competitors leveraging first-mover advantage. Conversely, climate change introduces more systemic, structural risks that threaten Pfizer's operational continuity, long-term profitability, and social legitimacy. Notably, these trends do not evolve independently; climate-induced shocks can amplify digital vulnerabilities (e.g., cyber-risks during disaster recovery), while technological solutions must themselves be climate-resilient to remain effective. This interplay requires an integrated strategic posture that balances opportunity capture with robust operational resilience planning, positioning Pfizer not just as a market leader but as a system stabiliser in an increasingly volatile healthcare environment (World Economic Forum, 2023).

## **9. Embedded Strategic Responses and Forward Outlook**

To thrive amid the dual pressures of technological disruption and climate risk, Pfizer must adopt a dual-track strategy that simultaneously drives innovation leadership and fortifies operational resilience across its Indian operations.

In the technological acceleration scenario, Pfizer should aggressively invest in end-to-end digital transformation, including AI-enabled drug development, remote patient engagement platforms, predictive analytics, and dynamic smart supply chains that respond flexibly to market shifts and disruptions. Strategic partnerships with Indian technology firms, health-tech startups, and digital platforms will be critical to accelerating localised innovation, enhancing agility, and maintaining competitive differentiation. Furthermore, proactive and anticipatory compliance with emerging data localisation laws, cybersecurity standards, and AI ethics regulations will be essential to protecting patient trust, minimising legal exposure, and sustaining reputational advantage in an increasingly digitised health economy.

In the climate disruption scenario, Pfizer must prioritise building deep operational resilience into every layer of its value chain. This includes establishing climate-resilient manufacturing hubs, investing in off-grid renewable energy solutions, diversifying API and material sourcing geographically, and developing temperature-stable pharmaceutical products optimised for India's evolving climatic conditions. In parallel, Pfizer should lead industry efforts in climate-focused ESG disclosure, ensuring that sustainability metrics are not merely regulatory requirements but embedded into strategic performance benchmarks. Collaborative engagement with policymakers and local health authorities to co-create disaster-preparedness frameworks will further reinforce Pfizer's societal value proposition and embed it more firmly within India's healthcare system resilience planning.

Additionally, across both scenarios, Pfizer must cultivate dynamic organisational capabilities including real-time predictive market intelligence, agile regulatory navigation, flexible workforce deployment, and cross-sectoral collaboration platforms. Building internal structures that foster continuous learning, rapid adaptation, and cross-functional innovation will allow Pfizer to anticipate shifts, pre-empt risks, and actively shape evolving healthcare ecosystems rather than merely reacting to them. An integrated strategic approach by leveraging cutting-edge technology for growth while embedding environmental

resilience at the operational core that will be critical for maintaining Pfizer's competitive advantage, protecting business continuity, and delivering sustained long-term value in India's fast-changing macroeconomic landscape (McKinsey Global Institute, 2024; World Economic Forum, 2023).. Firms that fail to embed this strategic duality risk erosion of market position as India's health economy bifurcates sharply along technological and environmental axes.

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