

THE ROLE OF INTELLECTUAL CAPITAL IN INNOVATION ACTIVITY OF PHARMACEUTICAL COMPANY

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Introduction. In the modern context intellectual capital becomes the dominant factor in the competitiveness of pharmaceutical companies in the context of globalization of markets, regionally and internationally increasing competition. Prolonged lack of innovation means stagnation pharmaceutical production, reducing the quality and competitiveness of pharmaceutical products and, therefore, decreasing of economic effect of pharmaceutical market subject. In addition, today it is necessary to change-over the Ukrainian pharmaceutical industry to the innovative development model, which will ensure more effective pharmacological support of population, Public Health Organization by quality and safe domestic drugs.

Aim. The aim is to study the theoretical aspects and development of practical recommendations for the formation of intellectual capital management of pharmaceutical company.

Materials and methods. It has analyzed scientometric databases, database of Ukrainian patent office, database of the State enterprise “The State Expert Center” of the Ministry of Health of Ukraine.

Results and discussion. Analysis of theoretical work shows that traditionally intellectual capital is included human, structural and market capital. It has analyzed intellectual capital management of JSC “Lekhim-Kharkov”. The state of human capital management system indicates the level of inventive activity and cooperation of pharmaceutical companies with universities and research institutes. Analysis of structural capital researches by the following indicators: number of application for an invention in Ukraine, patents and utility models, the cost of keeping a patent valid. The market capital is investigated the number of applications trade mark and received certificates. Analysis of intellectual capital JSC “Lekhim-Kharkov” shows positive trends of human, structural and market capital indicators. As well integral indicator intellectual of capital has showed positive growth trend during the analyzed period.

Conclusions. The research has established that rational management of intellectual capital allows JSC “Lekhim-Kharkov” maintain and enhance the quality and efficiency of its operations, increasing of domestic drugs share in Ukrainian pharmaceutical market that are available to the general public. Thus, it is necessary for JSC “Lekhim-Kharkov” to keep the achieved results and increase innovative capabilities.