

MANAGEMENT OF INTELLECTUAL PROPERTY COMMERCIALIZATION IN TECHNOLOGY TRANSFER PROCESS

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Introduction. Today it is necessary to change-over the Ukrainian pharmaceutical industry to the innovative development model. Basis of success introduction of fundamental researches results of drug in an industrial production is the established organizational legal mechanism. Elements of organizational legal mechanism are a legislation and organizational structures, which providing procedures of transfer of technologies.

Aim. The aim is to study the theoretical aspects and development of practical recommendations for the management of intellectual property commercialization in technology transfer process.

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. The process of new technologies transfer involves certain stages: identification of the object of transfer and ensuring its protection; identification of the right holders; market research; choice of method of technology transfer; development of licensing strategy; assessment of the technology cost; analysis of tax efficiency of the transaction; search, evaluation of technology user; technology marketing; negotiations; signing a confidentiality agreement; preparation of transfer agreements. The choice of the type of license depends on the size of the market and the object. A non-exclusive license is granted when there is a constant demand for products under a license and the presence of several licensees will not prevent its implementation. Technology transfer ensures the realization of property rights of developers, as well as commercial advantages for the continuation of innovation activities. It also responds to the interests of producers, since they acquire certain rights regarding the use of intellectual property that no other person has, and in this regard, they can pay back their expenses and make a profit. In pharmacy society is interested in the technology transfer, because it stimulates the scientific activity of drug developers and contributes to increasing the competitiveness of the domestic pharmaceutical industry.

Conclusions. The results of scientific research become liquid goods, the implementation of which contributes to the development of the country and it is one of the main sources of science funding.

DRUG ADVERTISING: RESEARCH OF CONSUMERS ATTITUDE AND PREFERENCES

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Introduction. Advertising is a professional instrument of competitive economic struggle and nowadays it is a condition of any product to be launched. While being a part of the mass communication, phenomenon of advertising is supposed to be researched through the prism of various disciplines. Drug manufacturing- is one of the most important types of activity in the modern world. Each day new drugs are produced. Saving thousand lives would be impossible without many of them. It is safe to say that drug advertising becomes more actual due to that fact that it's task is to help doctor and final consumer orientate themselves in pharmaceutical data flow. It is supposed to help making justifiable solutions upon selecting needed medical treatment. Drug advertisement which doesn't consider psychological features of consumers (doctors, pharmacists, pharmacy visitors) deprives the chance to receive an appropriate pharmaceutical care.

Aim. Analyze psychological aspects of pharmaceutical advertising and make recommendations on optimizing pharmaceutical advertising.

Materials and methods. Meta-analysis, logical analysis, marketing research.