

## **PROBLEMS AND PERSPECTIVES OF INNOVATION ACTIVITY IN UKRAINE PHARMACY**

Shamrai A.S., Bratishko Y.S.

National University of Pharmacy, Kharkiv, Ukraine

kafedra.ep.nfay@mail.ru

The success of pharmaceutical production depends on the use of modern technology and competitiveness of drugs - from matching their recent achievements of scientific and technological progress. Practical use of innovative ideas in pharmacy leading to the creation of original drugs, the use of innovative technologies for production, application of new ideas organizational and economic nature.

As a result of studying the works of the leading scientists in the field of pharmacy found that the most relevant innovations in pharmacy are: production of new medicines; improve technologies; new methods of promotion; innovation in logistics and marketing pharmaceutical companies; innovative methods of personnel management.

The aim of the study is to create socio-economic and organizational conditions for effective reproduction, development and use of scientific and technological potential of the company, ensuring the implementation of modern clean safe, energy-saving technologies, production and marketing of new competitive drugs.

The objective of research are: provide financing resources priorities of scientific developments; expanding sources of funding on specific targets, venture funds; creating mechanisms to encourage and efficient use of private and foreign investment in priority research and development; initiation create parks, techno, business incubators and scientific centers.

Scientific novelty of the work is to develop a methodology for assessing the effectiveness of Implementation of innovation in the pharmaceutical company using economic and mathematical modeling.

Thus, the importance of innovation for sustainable economic development of the pharmaceutical companies is recognized in most countries of the world. However, implementation of Ukraine features innovative advances in pharmaceutical science greatly complicated by the lack of stable funding innovation and support from the state.