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.

Results and discussion. Results of recent research prove that it is more important to fulfill the informational role of advertisement than any other. It is nessasary to afford the information about pharmacological effects of drugs. 73% of the respondents do not consider the advertisement as a source of information about medicines. Furthermore it is revealed that it is most efficient to invest in advertisement films especially for elderly population, and for the middle aged and young people it is actual to invest in Internet-advertising. 74% of consumers noticed that they don't finish watching pharmaceutical advertising films that signifies low level of interest and the oversaturated media market.

For pharmaceutical companies it is important to draw the attention of the fact that it complex for customers to orientate in assortment of pharmaceutical drugs. It is also revealed that it important to emphasize the quality of visual impact, because 44% of respondents have visual perception dominated (giving preference to advertisement-history).

Conclusions. Pharmaceutical manufacturers and firms need to take into consideration such aspects as: the individual attitude of consumers to advertising, their needs and priorities, the preferred sources of receiving advertising information, and the most important properties of advertisement itself. It is also necessary to take into account the psychological characteristics of consumers in order to avoid negative consequences and worsen attitude towards advertising. The growing level of self-treatment and diversity of advertisement make it extremely important to regulate commercials. Moreover it is critical to analyze regularly the consumers attitude to various marketing communications sectors

COMPARATIVE ANALYSIS OF THE REQUIREMENTS FOR THE STATE REGISTRATION OF THE DRUG FOR MEDICAL USE IN THE RUSSIAN FEDERATION AND WITHIN THE MEMBERSHIP OF THE EURASIAN ECONOMIC UNION

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Introduction. Within the framework of Russia's membership in the Eurasian Economic Union (EAEU, Union), the single drug market is formed since 2015, and the registration procedure as a mechanism for admission of drugs to circulation on the territory of the member countries of the EAEU has changed. Regulation of a single market of drugs is carried out by a set of normative legal acts of the Union. On May 6, 2017 the Decision on the Rules for the Registration and Examination of Medicinal Products for Medical Use (the EAEU Decision), which establishes the requirements for the formation of a registration dossier (RD) for a medicinal product for medical use (MP), entered into force. We conducted a comparative analysis of the requirements for the application form and the composition of the RD for MP, the amount of state fees for registration, and the procedure and duration of the registration process in accordance with the requirements of the Union legislation and the Federal Law RF "On the circulation of medicines" of 12.04.2010 №61 (Federal Law N61).

Aim. Comparison of requirements for the formation of a RD for MP in accordance with the current legislation of the Russian Federation and the legal standards of the EAEU and the identification of critical points in the formation of RDs for MP in accordance with the new requirements of the Union.

Materials and methods. The subject of the research is the current regulatory and legal documentation in the area of drug circulation in the Russian Federation and the EAEU. Research methods: logical method, comparative analysis, graphic modeling, planning.

Results and discussion. We found that there are many differences in the requirements for the application for registration, approved by Federal Law N61 and the EAEU Decision. The number of mandatory fields (points) for filling increased from 13 to 33. The number of RD modules increased from 4 to 5, including a summary of the Common Technical Document (CTD), and the total number of RD documents increased. For 20 documents that constitute RD for MP, there are no approved forms allowing to unify the data submitted for examination. The regulatory legal acts of the Union do not contain information on the execution of 10 documents, which may entail additional requests from the authorized government agency to clarify the data. The entry into force of the EAEU Decision entailed an increase of