

FORMING OF ORGANIZATIONALLY-MOTIVATIONAL MECHANISM OF COMMERCIALIZATION OF INTELLECTUAL PROPERTY IN PHARMACY

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Currently efficiency of intellectual property system determines a competitiveness, strategic positions and prospects of development of modern pharmaceutical enterprise. The balanced and effective control system of intellectual property allows to the enterprise in good time to react at a current market situation and global processes in the world pharmaceutical market.

Purpose of work is analysis and systematization of methodical approaches of forming of organizationally-motivational mechanism of commercialization of intellectual property in pharmacy.

Activation of scientific and innovative activity in pharmacy is carried out with the use of one of two basic approaches. First from them, at the level of company, includes: cut down tax on innovative companies, development and introduction of the scientific government program, creation of centers of informative support of inventors, noncommercial distribution of results of fundamental researches as scientific and technical information, Internet-resources, conferences, symposiums, exhibitions. It is necessary organization of the patent-licensed services in companies. Thus the primary purpose of patent policy of organization supposes forming of strategic aims of innovative company in the field of intellectual property and also rights and duties in area of the patent-licensed activity both companies and its employees, providing of balance of their interests.

The second approach, at the level of inventors, is based on strengthening of their innovative activity in organizations. Following principles are necessary adhered: material and moral encouragement of authors of suggestions, inventions and developments; maintenance of effective communications with colleagues both into a firm and after its limits; promotion. The special policy for inventors, which including the large circle of legal, financial, organizational and other directions must be developed, and the wide spectrum of stimulants actions must be used.

It was established that forming of organizationally-motivational mechanism of commercialization of intellectual property in pharmacy allows to the pharmaceutical companies to support and extend quality and efficiency of the activity, to increase at the pharmaceutical market of Ukraine part of domestic preparations accessible for the wide layers of population.