

FORMATION OF ASSESSMENT ATTRACTIVE AND EFFECTIVE INNOVATIVE PROJECTS IN PHARMACEUTICAL PRODUCTION

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The purpose of the study. The purpose of our proposed modified method was the establishment of regulations (standards) assess the attractiveness of investment projects, as an example of innovative projects in the pharmaceutical industry of Kazakhstan compared with those in Ukraine.

Materials and methods. In order to select the most significant factors attractiveness of innovative projects in the pharmaceutical industry of their pre-selection was carried out with the help of expert evaluation.

According to the results of the comparative analysis was developed by standard indicators attractiveness of innovative projects, which used the weighted average grades of technical and technological factors, social, institutional and environmental attractiveness of appropriate peer review of domestic and Ukrainian pharmaceutical company.

Results. We have studied the existing approaches and methods of evaluation, and selection of innovative projects, resulting in a group of factors have been identified to assess the investment attractiveness of projects. On the basis of these factors has established a system of indicators to measure innovation attractiveness of investment projects. An algorithm for evaluation of investment attractiveness of innovative projects in the pharmaceutical industry. A comparative analysis of national assessments and Ukrainian experts for each indicator of the attractiveness of innovative projects.

Conclusions. As a result, a comprehensive assessment of investment attractiveness of innovative projects have been calculated regulations (standards) for each indicator of investment attractiveness of the project by comparing all indicators of investment attractiveness (tab. 1).

Table 1

Performance standards of technical and technological, social, institutional and environmental attractiveness of innovative projects

Standard indicators of technical and technological innovation projects appeal				
Rate of change the material returns	Index of scientific novelty of the project	Coefficient of power increase	Growth rate factor-life of fixed assets	Growth rate the capital-labor
1,45	4,1	4	2,05	1,575
Standard indicators of social attractiveness of innovative projects				
Index affordable prices of medicines	Growth rate profit allocated for consumption	Growth rate specific weight workplaces that meet the requirements of life safety	Growth rate the index professional development	Pace growth in the share of workers employed mechanized and automated operation
4,175	1,225	2,25	2,85	1,325
Standard indicators of institutional attractiveness of innovative projects				
Change in the coefficient centralization of management	Changing specific weight employees of the management in the total amount of employees	Change in the coefficient number of workers at the head of 1	Change in the coefficient number of heads per 1 unit	
1,275	3,4	2,575	1,375	
Standard indicators of environmental attractiveness of innovative projects				
Pace decrease in the share of municipal solid waste	Pace decrease in the share of wastewater	Rate of reduction emissions into the atmosphere of dust	Rate of reduction emissions into the atmosphere of carbon monoxide	Pace reduce emissions of nitrogen oxide
1,3	3,525	3,025	2,675	2,075