ISSN 1804-5839

INNOVATIVE DEVELOPMENT IN PHARMACEUTICAL INDUSTRY OF THE RUSSIAN FEDERATION IN THE CONTEXT OF GLOBALIZATION

NATALIA KLUNKO

Saint Petersburg state university of economics and finance, Russia

ABSTRACT

- The current development stage of globalization process and market reforms in the industrial sector of the national economy requires from scientists and practitioners to design qualitatively new approaches to formation of the strategic development in different economy branches for geopolitical evaluation of threats and challenges.
- Technological backwardness in Russia increases comparing to developed countries.
- The poor participation of Russia in international scientific and technical exchange is explained by inconsistent government policy on development and use of intellectual potential, modernization and improvement of manufacturing industry competitiveness, promotion of high-tech products at foreign markets.
- Reported problems are observed in the pharmaceutical industry, industrial-technological system, which is now almost destroyed, leading to a critical level of dependence on drug imports.
- However, the pharmaceutical industry as one of the most high technology industries can lead to innovation development in Russia.

JEL CLASSIFICATION & KEYWORDS

■ M21 ■ Pharmaceutical market ■ Innovation ■ Innovative development ■ Medicine

INTRODUCTION

The constant availability of a specific set of drugs is a key element in the system of national drug safety.

However, the pharmaceutical industry is one of the most technology-intensive industries and may become one of the drivers of innovation development.

The potential of the national pharmaceutical science and industry is an important indicator of the state to oppose the possibility of external and internal threats.

The country's ability to develop their own medicine is an indicator of economic development of the state, relying on an innovative model of development as the process of drug development is one of the longest and most risky in comparison with the development of innovative products in other industries [6].

A global perspective of the pharmaceutical market are determined by the latest achievements in chemistry, biology and medicine, knowledge-based bio-and nanotechnology, as well as the development of an innovative system that includes large pharmaceutical companies and their environment by various forms of small business innovation, which takes on the most risky stages of developing a new products and services [1].

Despite, the fact that in recent years, the state significantly increased funding for health development (including provision of medicines), the current state of the domestic (the pharmaceutical market remains fragile, and in many ways reached a critical level, which put the pharmaceutical industry and drug supply system in the country in the category of factors, national, including drug safety.

The above problems led to the choice of topics relevant articles.

Formulation of the problem in general and its relationship to the important scientific and practical tasks

Medicine drugs are an integral part of health care. To date pharmaceutical market - one of the most civilized of commodity markets.

However, the inadequacy of the health care system in Russia makes available today unfavorable demographic trends in the country. Fighting for his commitment to the consumer market of pharmaceutical products is a time consuming and lengthy process, because there is a fundamental difference between the markets of medicines from any other consumer market.

The main purpose of the innovation of the pharmaceutical market - is to improve the quality of life, which is the result of sustainable development of all components of the state of the structure of the pharmaceutical market.

An effective system of innovation governance pharmaceutical industry is not just for business entities that are only created, but also for existing ones [6].

The urgency of the chosen topic by the need to interpret and overcome the difficulties encountered in the initial stage of the pharmaceutical market.

Analysis of research and publications, which began to address this problem

The pharmaceutical market in the modern sense of the word appeared in Russia only in the nineties of last century and their dynamism can be compared only to that market products of high technology - modern electronics, communications, computers and software.

The term "innovation" was used extensively in the transitional economy of Russia as a self - and to refer to a number of related concepts: "Innovation", "innovation", "innovative solution", etc.

Theoretically, the general scientific meaning of innovation management as an effective component of a hierarchical system of stewardship is reflected in many studies, both foreign and domestic authors:: Ansoff I., Vihanskogo A., Volodkinoy M., Galchinskogo S., Geytsa V., Drucker P., Nemcova V., Ponomarenko S., Porter M., Strickland A., Thompson A., Chandler A., Shershnev S., Yastremsky A. and other [2].

Topics of innovation management and investments in various fields have devoted their research by Russian and foreign scientists: I. Balabanov, N. Blank, T. Dosi, P. Drucker, P. Zavlin, Kazantsev, A. Kolesnikov, G. Krayukhin, D. Medovnikov, M. Mintairov, B. Perkin, J. Pinnigs, E. Popov, A. Rumyantsev, B. Santo, B. Twiss, R. Fathundinov, Dzh.Haur, P. Jankowski, J. Shumpetr, A. Fonotov, J. Faure, Y. Yakovets and others [2].

The immediate problems of planning and innovation management of innovation processes studied such foreign scientists: R. Adm, E. Rogers, A. King, B. Schneider, L. Anderson, L. Briggs, J. Barnett [2].

Evaluating the effectiveness of innovation management is reflected in the papers of R. Bazzela, C Valdaytseva, V. Vlasova, E. Krylova, V. Sirotkin, William Sharpe and others[2].

However, some problems of implementation of innovative pharmaceutical industry management are insufficiently investigated.

In particular, require further consideration issues of improvement of the functioning of innovation management as an effective component of strategic management, determine the level of innovation and improvement of pharmaceutical companies on this basis, the existing methods of evaluation of investment attractiveness [6].

Allocation of remaining parts of the above general problem and formation of the purposes of Article (problem).

Theoretical and methodological issues of priority development of innovation and the use of innovations in the industry need for adjustments and additional studies.

The purpose of the study is to develop the theoretical aspects of the formation of the pharmaceutical market, as well as:

- Identify the main trends in innovative activity of industrial enterprises in Russia and the strategic directions of state regulation of the innovative sphere,
- an analysis of innovative activity in Russian enterprises,
- review the status and trends in the global market product innovation in the pharmaceutical industry,
- identify problems in the Russian market of innovative medicines,
- justify the need for a system of state regulation of import and export of medicines to Russia.

The presentation of the basic material research with complete justification of scientific results. Roots of the Russian pharmaceutical market goes into the drug supply of the Soviet Union, which, in turn, was a kind of product "socialist integration," division of labor between countries of the communist bloc. The role of the main producers of finished dosage forms assigned Poland, Hungary, East Germany, Yugoslavia, to a lesser extent in Bulgaria and Czechoslovakia.

In the USSR concentrated chemical industry, which provided raw materials and semi-finished product manufacturers. Thus, the dominance of foreign manufacturers in the domestic drug market was laid down originally.

Adverse trends in the economy in the late eighties - early nineties have made a pre-existing system of drug supply economically untenable: the purchase of medicine abroad was too expensive for any state or citizens. The situation was aggravated by the fact that drug prices are determined by market mechanisms, the state's role in drug provision has fallen to a minimum.

At the same time, domestic producers of medicines were not competitive: inefficient management, poor technology and poor starting position put the vast majority of them to the brink of bankruptcy.

As a result, over the past 9 years, the share of domestic products in the market for medicines has never exceeded 50%, and for the past 3 years, she always is less than 40% [1].

Another feature of the Russian pharmaceutical market, the essential terms of the innovation process is a clear segmentation of the innovative feature: dominance of volume and value indicators by foreign manufacturers are focusing itself in almost 100% of product innovation. Of the thousands of medicines produced by Russian factories, units can be considered original. Of the thousands of medicines produced by Russian factories, units can be considered original.

Thus, the innovative potential of the Russian pharmaceutical market is concentrated in the hands of foreign producers.

Features of the Russian legislation is also not a problem unique to innovation. However, it should be noted that the risk of very rapid reproduction of innovation in the Russian pharmaceutical market is very large: Existing legislation does not protect the manufacturer new drug from the appearance of copies: the existing situation, the protection of intellectual property rights may relate to ways of obtaining the substance, but not its structural formula, reproduction of a new molecule, which is the active ingredient of a new drug, is made possible with the advent of this drug on the market.

Therefore, when planning the introduction of new medicine on the Russian market, the company must assess the risk of copies reproduced medicines. This risk is determined by the availability of production technology, availability of raw materials, anticipated sales, etc. Separately, it should be mentioned that the registration of generic medicines in Russia is in regard to approving state power - the cheaper generic medicine original medicines[2].

Financial crises have had a devastating impact on the banking system and led to the bankruptcy of a large number of pharmaceutical companies.

At this point, the three major regions of the pharmaceutical world - remain: the United States. Europe and Japan. They account for about 80% of the market of medicine.

Russian pharmaceutical market, like any other consumer market, seeks to maximize customer loyalty, because it is the commitment of the consumer gives the company additional opportunities to maintain and enhance its position in the market, which ultimately leads to increased competitiveness of the organization and creates the conditions for its sustainable development.

The complexity of production efficiency of medicine in the transitional period determined by a complex change in the economic system in the state and nation-wide economic crisis, accompanied by the following factors (Fig. 1).

Innovation potential for any pharmaceutical organization - a measure of readiness to perform tasks that achieve the set goals of innovation, in other words, the innovative potential is a measure of readiness to implement the project or program of innovative policy changes [3].

Innovation process is the preparation and implementation of global innovative changes.

As a rule, the innovation process is composed of interrelated phases that form a single, integrated whole. As a result of this process is implemented there, use the change - innovation.

In order to implement the innovation process is very important diffusion (distribution over time has once mastered and used in the new innovation).

A system of concepts of innovation management pharmaceutical market consists of the following factors (Fig. 2).

The findings of this study and perspectives for further work in this direction

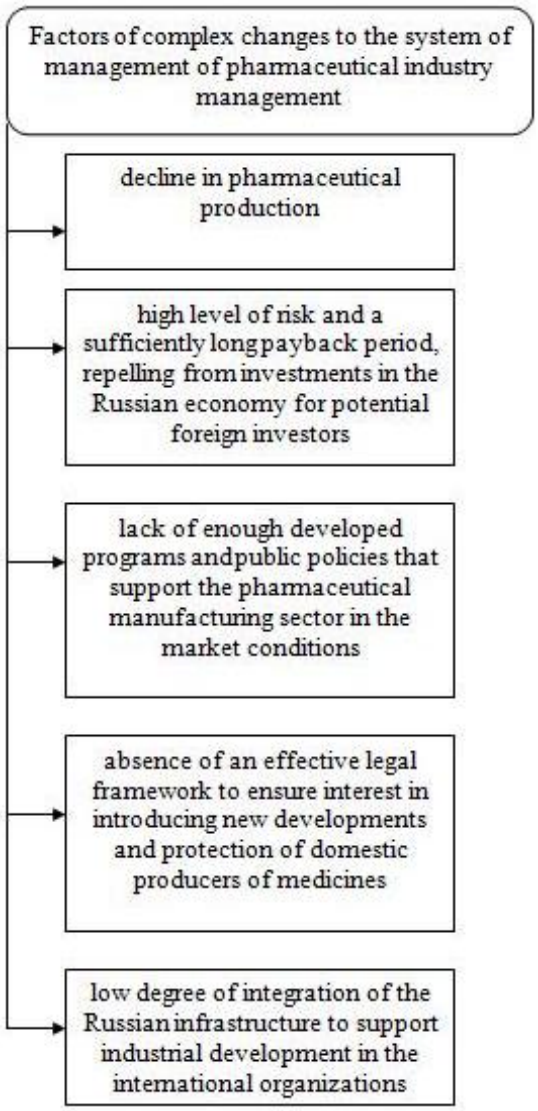
Thus, the pharmaceutical market being an integral part of the health care system is intended to provide resource-

meeting the demand of the population pa medicine drugs, and promote innovative development of the industry.

Studies have shown the absence of a comprehensive program of drug supply policies of Russia's population, classified according to such aspects as:

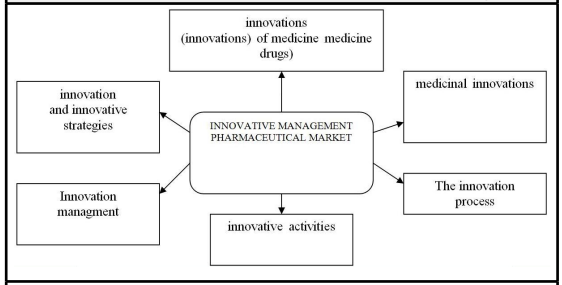
1. The investment policy of the state as an essential element of structural adjustment pharmaceutical production,
2. innovation policy (measures to promote science and technology and the introduction of their achievements in the production of medicines),
3. trade policy (measures to protect and support domestic producers of medicines, management of integration into the global economy),
4. legislative policy (legislation and administrative measures, shape and regulate the industrial policy, which is one of the major components of health protection).

Figure 1: Factors of complex changes to the system of management of pharmaceutical industry management



Source: Author

Figure 2: An innovative management pharmaceutical market of the Russian Federation, Innovation and innovative strategies



Source: Author

Findings

The Russian pharmaceutical market is one of the most dynamic and growing global markets.

High inflation, the ruble, high rates of interest on loans, the growth of energy tariffs, high costs of capital construction by virtue of its geographical location, the dumping policies of Asian countries - all these factors are initially placed in a local manufacturer of unequal competitive conditions from foreign and, according to experts , reduced the competitiveness of domestic drug makers to 50% [6].

To identify and implement the scientific potential of the domestic pharmaceutical science necessary to create conditions for consolidating the efforts of Russian scientists and pharmaceutical companies.

Among other measures aimed at encouraging, it should be noted simplifying and speeding up administrative procedures (registration of innovations, licensing, certification, etc.), as well as a special tax regime.

It should be noted that at the heart of the modern pharmaceutical industry is a business model that does not provide sustainable economic development and does not allow drug companies to quickly produce innovative medicines needed by the world markets. Without a fundamental change in the industry will not be able to maximize the opportunities that are opening before her. of benefits.

The important is government support for domestic output of innovative pharmaceutical products and medical technologies to the world market at the expense of international patenting, financial, and "political" means, as well as protecting the rights of all participants in the innovation process by creating an efficient state of patent and licensing system.

REFERENCES

1. The development strategy of the pharmaceutical industry in the Russian Federation until 2020, approved by Order of Industry and Trade of Russia from October 23, 2009 № 965 (www.pharma2020.ru).

2. Apasov A. Russia needs a clear concept of drug supply / / NEMEOSHM. 1997. - № 2. - P. 26-27

3. Bobylev, GV Kuznetsov, AB, NV Gorbachev Conditions and factors of the innovative potential of the region / / Region: Economics and Sociology. 2008. Number 1. S. 113-126.

4. Pharmacy sector: no single recipe for overcoming the crisis HeT. / / REMEDIUM. -1999. - № 1.-e. 80-81

5. Parfentieva A. Improving the system of performance planning and technical development: Dissertation Ph.D. in economics. , Chisinau, 1984-23s

6. Tolstopyatenko M. Innovative development of the pharmaceutical industry on the basis of the formation of pharmaceutical and medical clusters. - The thesis for a PhD degree. 2009.