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METHODICAL APPROACH TO EVALUATING THE COMPETITIVENESS OF THE PHARMACEUTICAL INDUSTRY

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Summary. In the article the issue of evaluating the competitiveness of the pharmaceutical industry in Ukraine is considered. After analyzing the existing methodical approaches to evaluating the competitiveness, absence of a uniform approach to evaluating the competitiveness of the economy sectors has been determined. A methodical approach to evaluating the competitiveness of the pharmaceutical industry has been proposed, which, in the process of the overall evaluation of its level,

makes use of the integral indicator, calculated in consideration of the substantiated critical threshold values of partial indicators. On the basis of the proposed approach, an integrated evaluation of competitiveness of the pharmaceutical industry has been accomplished, a dynamic analysis of the constituents and partial indicators has been conducted. Using the SW-analysis, problem areas in development of the pharmaceutical industry of the country has been identified.

Key words: *pharmaceutical industry, methodical approach, integrated indicator, component, threshold value, dynamics, SW-analysis, direction of development.*

In the article the issue of evaluating the competitiveness of the pharmaceutical industry in Ukraine is considered. After analyzing the existing methodical approaches to evaluating the competitiveness, absence of a uniform approach to evaluating the competitiveness of the economy sectors has been determined. A methodical approach to evaluating the competitiveness of the pharmaceutical industry has been proposed, which, in the process of the overall evaluation of its level, makes use of the integral indicator, calculated in consideration of the substantiated critical threshold values of 14 partial indicators, which are built by the 6 components: products, production, research intensity, investment, finance, concentration.

On the basis of the proposed approach, an integrated evaluation of competitiveness of the pharmaceutical industry has been accomplished; a dynamic analysis of the constituents and partial indicators has been conducted. The results showed

that the major weaknesses as to competitiveness of the pharmaceutical industry of Ukraine are: large scale of production; research intensity; share of biotechnological medicines; volume of production, the major strengths – affordable cost of standard package and competition between the domestic producers of medicines.

Using the SW-analysis, problem areas in development of the pharmaceutical industry of the country has been identified. On the basis of the conducted analysis has been proven that the major weaknesses as to competitiveness of the pharmaceutical industry of Ukraine, which affect its positioning in the domestic and foreign sales markets the most, are: low share of domestic substances in the production of pharmaceuticals, low research intensity in the industry, low share of domestic original and biotechnological pharmaceuticals, insufficient volumes of investment in the industry.

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