

THE USE OF TECHNOLOGY INTELLIGENCE PROCESSES IN THE MANAGEMENT OF RESEARCH AND PRODUCTION OF NEW DRUGS

MASTER THESIS

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Methods Used: The study utilized a combination of Technology Intelligence (TI) methods, involving the collection, analysis, and interpretation of patent documents and non-patent literature. Data collection involved searching patent databases and scientific literature repositories. The analysis incorporated various techniques, including data visualization, to identify trends and patterns. The study used a systematic process of collecting, organizing, and analyzing data, which can be considered an experimental approach to TI.

Motivation: The primary motivation behind this work is to enhance the understanding of technology trends and competitive landscapes within the pharmaceutical industry. By employing TI, the research seeks to provide valuable insights into the external environment of pharmaceutical companies and organizations. This understanding can help them make informed decisions regarding investments, research, and development of new drugs, ultimately aiming to improve healthcare outcomes.

Results: The study successfully achieved its objectives, as evidenced by the following results:

Development of a procedure for collecting and analyzing information entities using open-source data sources.

Identification and classification of relevant patent and non-patent information entities within the Case Study.

Identification of trends within three model groups of pharmaceutical drugs: hypothyroidism treatments, non-steroidal anti-inflammatory drugs, and anticancer drugs.

Evaluation of the proposed procedure's effectiveness in analyzing technology intelligence in the pharmaceutical sector.