

LESSONS FROM THE PANDEMIC: BIOMEDICAL INNOVATION, THE PHARMACEUTICAL INDUSTRY AND THE ROLE OF PUBLIC INSTITUTIONS

(Thursday 20 January 2022, 14:00- 19:00 – Online workshop)

Organized by the **Gran Sasso Science Institute, Social Sciences** and the **University of Milan, Jean Monnet Centre of Excellence, Department of Economics, Management, Quantitative Methods**



Università degli Studi di Milano
Jean Monnet Centre of Excellence
“The impact of European Union Research and Innovation
Policy upon Services of General Interest”
With the support of the Erasmus+ Programme of the European Union



in collaboration with **Centre for Industrial Studies (CSIL)** and **Centre for Health Economics, Social and Health Care Management, Carlo Cattaneo – LIUC University**



CALL FOR PAPERS

Background and objectives

The Covid-19 pandemic has revealed some critical issues for two key players of the biomedical research, i.e. the Pharma Industry and governments. On the one hand, the diffusion of the Coronavirus affected the pharmaceutical industry, especially with respect to the innovative dynamics related to patents' policies, the pressures for vaccine production, the typical drugs' production processes and the need for ultrafast innovation processes (Almurisiet al., 2021; Sarkees et al., 2021; Von Krogh et al., 2020). On the other hand, the pandemic has revealed some critical issues in the way in which governments have been designing and managing their health policies, their role in biomedical research and their collaboration with the pharma industry. By way of example, the World Health Organization (WHO) experienced difficulties in design a global response to such early warnings, and individual countries had little or poor experiences to prepare themselves for a pandemic (Florio and Gamba, 2021). Similarly, the European institutions were not reactive because they perceived health policy as mainly pertaining to Member States, but they are now changing their approaches (European Commission, 2020). Furthermore, biomedical research in the last decades, both in universities and in the pharma industry (Li et al 2017, Rea et al., 2018), in spite of huge public and private R&D expenditures, was scarcely incentivized to align its priorities with a public health agenda (particularly, in the study of vaccines and therapies for infectious diseases), though they receive generous public funding (Cleary et al., 2018). The way to define prices of medicines and the related introduction in the markets are both factors presenting also increasing concerns (Mazzucato, 2016).

To sum up, with the COVID-19 pandemic an unprecedented rush provided emergency measures, but governments still need to learn lessons.

The workshop would also be an opportunity to present and discuss the recent study “*European pharmaceutical research and development. Could a public infrastructure overcome market failures?*” for the European Parliament “Panel for the Future of Science and Technology” (STOA), led by Professor Massimo Florio with a team of experts.

Research topics

Starting from these premises, this workshop is aimed at filling the gap related to future challenges posed by the Covid-19 on the pharmaceutical industry structure, on the role of the public research and on potential future collaboration between private and public actors. To this end, we would be interested in papers on such topics as the following ones (indicative list):

- Impact of the big pharma patent strategy in the structure of the pharmaceutical industry
- Proposal for alternative(s) to the current patenting system
- Regulatory framework of the pharma industry
- Possible future collaboration between public funded R&D and the pharma companies
- Health policy role and a pharmaceutical strategy for the European Union
- Public infrastructures for biomed research: experiences and ideas
- Issues of data ownership and usage
- Global perspectives and possible reforms of international institutions

References

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Sarkees, M.F., Fitzgerald, M.P. and Lambertson, C., (2021), “The pandemic ripple effect: understanding marketing and public policy opportunity in the pharmaceutical industry”, *Journal of Public Policy and Marketing*, 41(1): 103-104

Von Krogh, G., Kucukkeles, B. and Ben-Menahem, S., (2020), “Lessons in rapid innovation from the Covid-19 pandemic”, *MIT Sloan Review*, available at <https://www.proquest.com/docview/2427314753?pq-origsite=gscholar&fromopenview=true>

Important deadlines

Deadline for submission of an abstract (300 words): December 10, 2021

Notification per abstract acceptance: December 20, 2021

Please send the abstract to: martina.dalmolin@gssi.it

Additional Information

Contact person for any information martina.dalmolin@gssi.it

Venue: GSSI Zoom

Scientific Committee

Alessandra Faggian, GSSI Social Science (chair)

Massimo Florio, University of Milan, Department of Economics, Management, Quantitative Methods (co-chair)

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