

Companies functioning in a competitive global environment, with greater risk and complex product development and the need for ever more innovative services and products, enforces on them, especially in the last few decades, in various sectors of the economy, the implementation of cooperation in the framework of partnerships. As a result, one can observe the development of more advanced and complex alliances between companies, containing, among others, a growing number of global strategic relations, the existence of cultural and organizational differences between the partners, and the commitment of many parties in the implementation of the partnership. In recent years, biopharmaceutical companies (BioPharma companies) seeking new paths of development of innovative and new strategies to transfer their research processes develop new models of cooperation with entities in the industry, as well as with universities. Alliances with universities and academic research institutes enabled biopharmaceutical companies to obtain decidedly more advanced results of research in both preclinical and clinical phases. The result of such actions may be developed together new drugs proposals. The results of the tests carried out in the framework of ASAP (Association of Strategic Alliance Professionals) indicate that today's large biopharmaceutical companies have in their portfolio from 20 to 40 alliances with existing universities and research institutions. Such cooperation enables companies to reduce significantly the cost of R & D, on the other hand, introduce new solutions faster and technologies to the market. By applying the right tools to manage alliances, and through qualified alliance managers, biopharma companies can achieve higher success rates of realized alliances (SRA - Success Rate of Alliances).

The aim of the project is the analysis of open innovation alliances and strategic partnerships in the biopharmaceutical industry in selected countries of Central and Eastern Europe (CEE) (including Poland, Slovakia, Hungary, Slovenia and Estonia), as well as verification tools used to implement alliances in those countries . In addition, the research team will undertake efforts to assess the impact of specific management tools of alliances for their success. The main objective resulting from its main task in the project is also an attempt to carry out a comparative analysis of the implementation of open innovation alliances and strategic partnerships in the biopharmaceutical sector in the group of selected CEE countries.

The need for cooperation within the framework of innovative projects led the company to use modern models of partnership based on the principles of open innovation (open innovation). Open innovation model is more dynamic and fluid than traditional alliances - in these relationships alliance partners are not identified in a conventional, purposeful way, but rely more on exchange of ideas and expertise during the period preceding the creation of the alliance. Compared to existing models alliances, organizational fluidity of open innovation initiatives increases the complexity in managing alliances. Open innovation partnerships may also include alliances between companies (profit-based) and non-profit organizations (eg. universities). The aim of the alliance is to support open innovation, the free flow of knowledge and ideas that will lead to the creation of partnerships aimed at joint innovation, risk sharing and income. Thanks to the cooperation with academia biopharmaceutical companies may significantly reduce the risk, the cost of research activities (the preservation and protection of intellectual property rights), and above all increase the likelihood of improved drug therapy for patients through joint work with academics on identifying the mechanisms of disease and the development of new, or improvement of existing drugs. In connection with the "open" nature of open innovation alliances require even greater competences and skills of managers and alliance management tools, in particular with regard to the selection of potential partners, determining the area of the alliance and alliance development process.

Implementation of joint operations between all the partners, using the appropriate tools to manage an alliance, can contribute to the dynamic development of the biopharmaceutical industry in Poland and Central and Eastern Europe in the future, as well as more efficient use of the innovative and research potential of all parties involved in the cooperation. The biopharmaceutical companies operating in clusters or science and technology parks in Poland and Central and Eastern Europe, involved in the cooperation with scientific institutions, especially within the model of open innovation alliances, can significantly reduce the risk and cost of the research. With the conclusion of partnership they can benefit from the resources, competencies, technology and knowledge of partners, and thus easier respond to changes in the environment, and above all quickly introduce new services and products to market, as well as develop better therapeutic interventions for patients.