

The bachelor thesis provides an overview of specific features of relevant market. Based on both empirical and theoretical findings it attempts to justify sufficiency of drug producers' incentives for an effective self-regulation of their (un)ethical conduct. The overview in the first part of the thesis includes brief description of R&D process, statutory interventions before and after a new drug is introduced to the market, area and tools of self-regulation enforcement. Subsequently, a model combining conclusions from previous chapters, additional relevant studies and practical experience from Czech market is drafted and tries to answer central question of the thesis whether sufficient incentives exist for the producers to monitor themselves effectively.