

NEW YORK PHARMA FORUM PROGRAM
WEDNESDAY, APRIL 8, 1998

SPEAKER:

Randolph H. Case, Ph.D.

Assistant Professor

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TOPIC:

"R&D Strategy and Project Management Performance"

Dr. Case will report data from two large, multinational pharmaceutical firms that exhibit contrasting strategies for managing their development portfolios. The effect of portfolio-level strategy on project-level performance will be examined. An article on the results of his research on this topic will shortly be published in the Harvard Business Review.

Dr. Case teaches strategic management and entrepreneurship at Boston College's graduate school of management. His research has examined various aspects of organizational innovation, focusing on the areas of R&D strategy, risk management, and the management of small business enterprises. Dr. Case has studied the critical success factors for project management in the drug development process under the sponsorship of the Pharmaceutical Research and Manufacturers Association (PhRMA) and the Pharmaceutical Education & Research Institute (PERI).