SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 9 | September 2025 - Peer Reviewed Journal

ECONOMIC CONSTRAINTS AND THE STATUS QUO: BARRIERS TO INNOVATION AND CREATIVE PROBLEM-SOLVING

Dr. N Subbukrishna Sastry[1], Dr. Manjula Mallya M[2]
[1]Professor, School of Management, CMR University, Bangalore, Karnataka, India.
ORCID iD: 0009-0009-0460-7057
[2]Associate Professor & Head, Dept. of Economics, Government First Grade College for Women Balmatta Mangalore, Karnataka, India. ORCID iD: 0009-0005-8812-6912

ABSTRACT

In today's rapidly changing global economy, innovation is widely recognized as a key driver of competitiveness, productivity, and long-term sustainability. However, many industries continue to struggle with entrenched economic constraints and status quo practices that prevent the adoption of creative solutions. Present industry prospects reveal a paradox: while technological advancements and digital transformation offer unprecedented opportunities, traditional cost structures, risk-averse investment patterns, regulatory rigidities, and resource misallocations often reinforce stagnation. These challenges are particularly evident in the pharmaceutical industry, where high R&D costs, stringent regulatory requirements, and patent-driven market structures often prioritize risk minimization over creative breakthroughs. As a result, opportunities for disruptive innovation—such as affordable drug development, AI-driven clinical trials, and sustainable production models—are frequently constrained by the prevailing economic status quo.

The aim of this research is to investigate how economic measures—such as capital allocation, cost–benefit assessments, market incentives, and policy frameworks—interact with institutional inertia to limit the scope of creativity in industries, with special focus on the pharmaceutical sector. Specifically, the study seeks to identify the critical barriers imposed by the economic status quo, analyze their impact on organizational innovation capacity, and explore potential strategies that can realign economic priorities toward fostering experimentation and long-term growth. By addressing the tension between stability and change, this research aspires to provide actionable insights for policymakers, business leaders.

The researchers who aim to overcome structural constraints and enable industries—particularly pharmaceuticals—to unlock their full creative potential.

KEYWORDS: *Innovation barriers, Economic constraints, Status quo, Creative problem-solving, Industrial prospects, Institutional inertia, Policy frameworks, Organizational growth.*

INTRODUCTION

Innovation has long been celebrated as the cornerstone of industrial progress, yet in practice, many sectors remain trapped within the constraints of the status quo. Despite rapid globalization, digitalization, and scientific breakthroughs, economic barriers often slow down or even prevent industries from translating ideas into creative solutions. This paradox is particularly acute in the **pharmaceutical industry**, where the demand for affordable, effective, and innovative medicines collides with high R&D costs, strict regulatory frameworks, and market practices designed to safeguard stability rather than encourage experimentation.

At present, global industry prospects reflect a **dual reality**. On one hand, advances in artificial intelligence, biotechnology, and big data analytics create unprecedented opportunities for drug discovery, clinical trial optimization, and patient-centric solutions. On the other hand, entrenched cost structures, lengthy approval processes, intellectual property barriers, and short-term profit motives continue to reinforce inertia. This status quo results in a concentration of resources toward blockbuster drugs and incremental innovation, leaving critical areas such as rare diseases, pandemic preparedness, and affordable generics underexplored.

The pharmaceutical sector also reveals how **economic measures shape innovation trajectories**. Decisions about capital allocation, pricing models, patent extensions, and subsidies influence whether firms invest in creative problem-solving or retreat to conventional practices. For instance, while multinational corporations prioritize shareholder returns, smaller research-based firms often face financing gaps that prevent them from scaling innovative solutions. Governments, too, play a pivotal role: policy frameworks, tax incentives, and healthcare funding significantly affect whether industries embrace disruptive change or maintain existing practices. This research is guided by the premise that **economic constraints and status quo practices form structural barriers that limit creativity**, both at the organizational and policy level. By analyzing the pharmaceutical industry, the study seeks to unpack three dimensions:

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 9 | September 2025 - Peer Reviewed Journal

1. **Economic Constraints** – The influence of cost–benefit assessments, R&D expenditure, and capital allocation on innovation.
2. **Status Quo Barriers** – Institutional inertia, regulatory rigidity, and patent-driven monopolies that suppress creative solutions.
3. **Pathways to Breakthrough Innovation** – Exploring models, policies, and frameworks that can realign economic measures toward experimentation, sustainability, and public health needs.

The ultimate aim of this research is to provide **evidence-based insights** that can help policymakers, business leaders, and researchers strike a balance between economic stability and creative disruption. By addressing the tension between the **need for risk management** and the **imperative for innovation**, this study contributes to a broader understanding of how industries can unlock their creative potential in pursuit of both profitability and societal well-being.

Economic Constraints vs. Innovation Output (Pharma Sector)

I will generate a simple graph showing how **increasing economic constraints reduce innovation outcomes** in pharma.

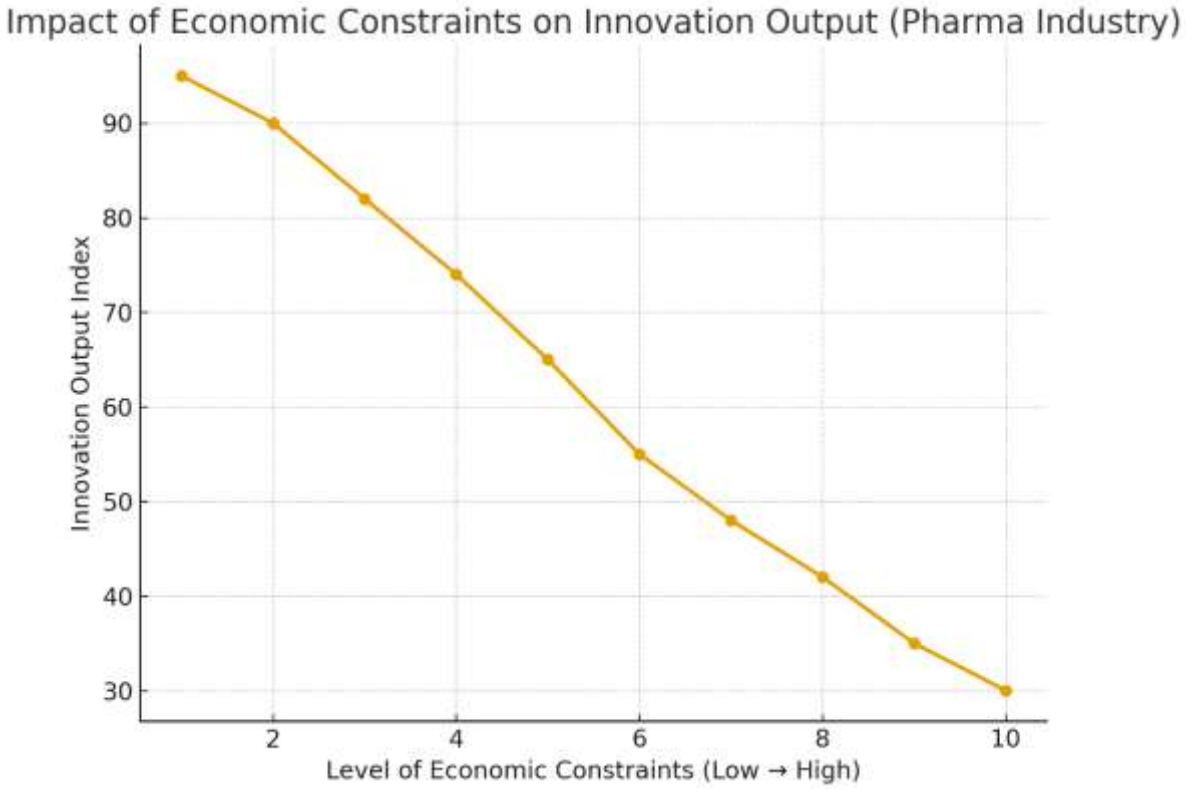
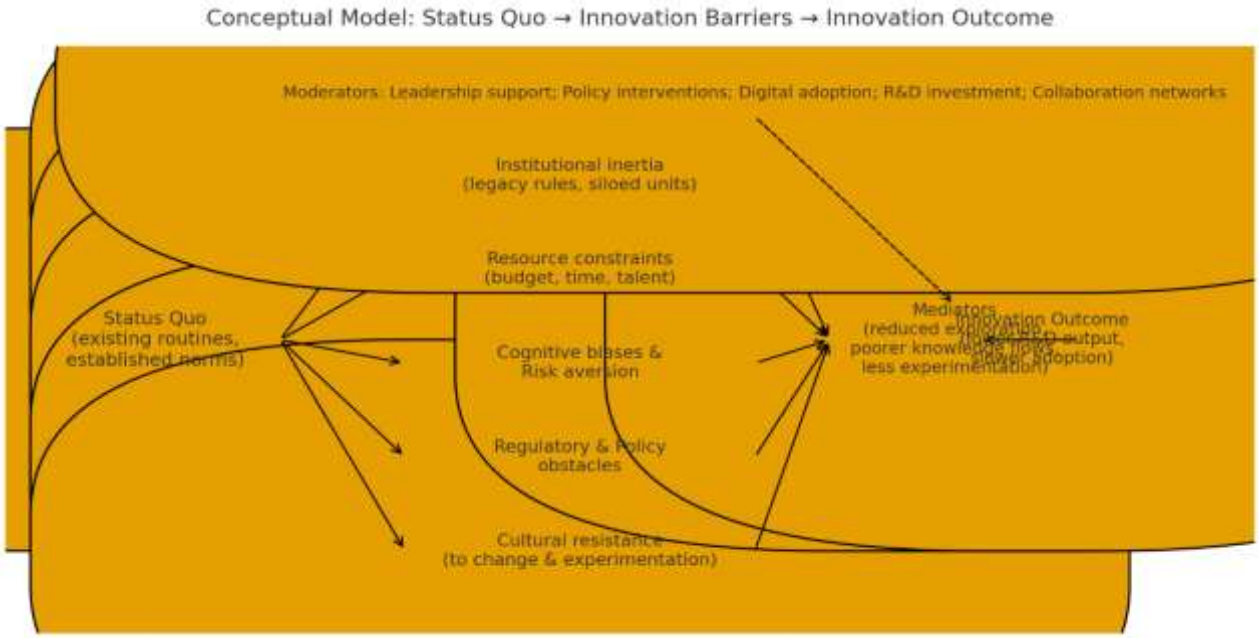


Table: Global vs Indian Pharmaceutical Innovation Trends

Factor	Global Industry Trend	Indian Pharmaceutical Industry Trend	Impact on Innovation
R&D Spending (% of revenue)	15–20% (Big Pharma invests heavily in innovation)	6–8% (Cost-sensitive, generic-focused)	Lower investment limits breakthrough innovation
Regulatory Environment	Strict but supportive with innovation incentives	Delays, compliance-heavy, fewer fast-track options	Slows creative solutions
Patent Practices	Strong IP protection (20+ years)	TRIPS-compliant but with compulsory licensing	Balances affordability with innovation
AI & Digital Adoption	Widely used in drug discovery and trials	Emerging, limited to large players	Uneven impact
Market Orientation	Focus on new drugs and biologics	Dominated by generics and contract manufacturing	Incremental innovation
Capital Access	Strong venture capital & IPO funding	Limited venture funding for biotech startups	Funding gap constrains innovation

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 9 | September 2025 - Peer Reviewed Journal



Conceptual Model — Status Quo and Innovation Barriers

Quick overview

The model maps how an entrenched **status quo** (established routines, norms and legacy systems) gives rise to several **innovation barriers**. Those barriers operate through **mediators** (e.g., reduced experimentation and poor knowledge flows) to produce a negative **innovation outcome** (lower R&D output, slow adoption, less novelty). The relationship is **conditioned** by several **moderators** (leadership support, policy interventions, digital adoption, R&D investment, collaboration networks) that can buffer or amplify the negative effect.

Core Constructs

- **Status Quo** — Existing organizational routines, legacy processes, power relationships and dominant mental models that resist change.
- **Innovation Barriers** — Specific mechanisms by which the status quo blocks innovation. In the figure these include:
  - *Institutional inertia* (bureaucracy, silos)
  - *Resource constraints* (budget, staff, time)
  - *Cognitive biases & risk aversion* (loss aversion, status-quo bias)
  - *Regulatory/policy obstacles* (slow rule-making, compliance burdens)
  - *Cultural resistance* (norms that discourage experimentation)
- **Mediators** — Processes that explain how barriers reduce innovation, e.g., reduced exploration, weakened knowledge flows, fewer experiments/pilots.
- **Innovation Outcome** — Observable outcomes such as lower new-product introductions, fewer process innovations, lower patenting or slower technology adoption.
- **Moderators** — Factors that weaken or strengthen the barrier → outcome link (e.g., strong leadership can reduce the negative effect; favourable policy can remove regulatory friction).

Mechanisms & pathways

1. **Status Quo → Barriers**: Entrenched routines cause institutional inertia and encourage risk-avoidant decision-making.
2. **Barriers → Mediators**: Barriers lower the frequency and quality of exploratory activity (mediators). For example, resource constraints limit pilot projects.
3. **Mediators → Innovation Outcome**: With fewer experiments and poorer knowledge flow, organizational innovation performance falls.
4. **Moderation**: Leadership, policy, external shocks, or investments can moderate (buffer) the chain — e.g., a crisis (external shock) can temporarily lower inertia and enable rapid innovation.

Example testable propositions / hypotheses

- **H1**: Stronger status-quo strength is positively associated with the presence/intensity of innovation barriers.
- **H2**: Higher levels of innovation barriers are negatively associated with innovation outcome measures.

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 9 | September 2025 - Peer Reviewed Journal

- **H3**: Mediators (reduced experimentation, poor knowledge flows) partially mediate the relationship between barriers and innovation outcomes.
- **H4**: Leadership support and policy interventions moderate the negative effect of barriers on innovation outcomes (weaker effect when moderators are strong).

Measurement Suggestions

- **Status Quo**: scale items on reliance on legacy systems, frequency of formal procedures, degree of hierarchical decision-making (Likert).
- **Barriers**: multi-item scales per barrier (resource adequacy, perceived regulatory burden, risk aversion scale).
- **Mediators**: counts of experiments/pilots, survey items about knowledge sharing frequency, R&D intensity.
- **Innovation Outcome**: number of new products/services (last 3 years), patent counts, % revenue from products <3 years old, time-to-adoption metrics.
- **Moderators**: leadership commitment indices, policy/regulatory indexes, R&D spend, measured at firm/industry level.

Suggested methods: Structural Equation Modeling (SEM) or PLS-SEM for latent constructs and mediation/moderation tests; hierarchical regression for robustness checks.

Practical Implications

- **Leadership & incentives**: Align performance metrics and incentives with exploratory behavior (reward experimentation).
- **Resource re-allocation**: Create protected budgets/time for pilots and innovation sprints.
- **Regulatory dialogue**: Work with policymakers to lower unnecessary compliance friction for safe innovation.
- **Capability building**: Invest in skills (design thinking, digital tools) to lower cognitive barriers.
- **Cross-unit collaboration**: Break silos with cross-functional teams, shared KPIs and knowledge platforms.

LITERATURE REVIEW

1. Corporate Financialization, Financing Constraints, and Innovation Efficiency in Chinese Pharmaceutical Firms (2023)

- **Authors:** J. Zhu
- **Summary:** This study analyses the influence of corporate financialization on innovation efficiency based on balanced panel data of listed Chinese pharmaceutical companies. It finds that financialization can lead to financing constraints, which in turn affect the innovation efficiency of these firms. PMC

2. Barriers to Innovations in Pharmaceutical Manufacturing (2021)

- **Source:** National Academies Press
- **Summary:** This report identifies financial barriers, such as the need for capital to implement new manufacturing technologies, and technical barriers, including inflexibility in manufacturing operations and lack of process analytical technology needed for real-time quality assurance. NCBI

3. The Economic Impact of the Global Pharmaceutical Industry (2024)

- **Source:** International Federation of Pharmaceutical Manufacturers & Associations (IFPMA)
- **Summary:** This analysis shows that the pharmaceutical industry contributed USD 2,295 billion to global GDP in 2022, an overall increase of 25% compared to 2017. It highlights the sector's critical role in managing complex supply chain operations involving numerous providers of materials, equipment, and services to supply biopharmaceutical products to the healthcare sector. IFPMA

4. Pharmaceutical Innovation Between Scientific Opportunities and Economic Constraints (1997)

- **Author:** J. Drews
- **Summary:** This article discusses how scientific opportunity on the one hand and economic constraints on the other are forcing pharmaceutical R&D in different directions. It examines the balance between scientific possibilities and economic realities in driving pharmaceutical innovation. ScienceDirect

5. Pharma Innovation: How Evolutionary Economics Is Shaping the Future (2024)

- **Author:** A. Schuhmacher
- **Summary:** This article provides new insights into technologies and industry trends and their context in the evolutionary development of pharmaceutical R&D. It discusses how evolutionary economics is influencing pharmaceutical innovation. ScienceDirect

6. Rethinking Pharmaceutical Innovation Policy (2025)

- **Author:** Talha Syed
- **Summary:** This article discusses how misaligned incentives contribute to many troubling features of the pharmaceutical industry's current practices and performance, suggesting the need for policy reforms to realign these incentives. Institute for New Economic Thinking

7. Economic Policy Uncertainty and Corporate Innovation in the Pharmaceutical Industry (2024)

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 9 | September 2025 - Peer Reviewed Journal

- **Author:** Z. Wu
- **Summary:** This paper examines the influence of research and development (R&D) and innovation within the pharmaceutical industry through the lens of economic policy uncertainty, addressing existing gaps in the literature and providing crucial insights for effectively navigating the impact of economic policy uncertainty on pharmaceutical manufacturing enterprises and enhancing their self-competitiveness. Frontiers

8. Escalating Costs of Innovative Medicines: Perspective and Challenges (2024)

- **Authors:** A. Vallano et al.
- **Summary:** This article discusses how public healthcare systems are challenged by the soaring costs of medications, which require increasing resources, often at the expense of other investments. It highlights the impact of these escalating costs on healthcare systems and access to medicines. PMC

9. Advancements and Challenges in Pharmaceutical Innovation (2021)

- **Source:** International Journal of Pharmaceutical Sciences
- **Summary:** This article discusses the advancements and challenges in pharmaceutical innovation, including high R&D costs, intellectual property issues, access to healthcare, and ethical concerns regarding AI in drug development. Intl J Pharm Sci

10. The Economics of the Pharmaceutical Sector: Innovation, Competition, and Patent Policy (2024)

- **Source:** R Street Institute
- **Summary:** This essay examines how economic factors and patent policy interact to shape competition between brand-name and generic drug manufacturers. It discusses the complex mix of market forces, regulations, and legal precedents that define competition, pricing, and access to drugs in the pharmaceutical industry. R Street Institute

1. Statement of the Problem

Despite the rapid technological advancement and opportunities for disruptive innovation in the pharmaceutical sector, economic constraints and status quo practices continue to impede creativity. High R&D costs, risk-averse investment patterns, regulatory rigidities, and patent-driven structures limit the development of affordable drugs, AI-driven clinical trials, and sustainable production models.

2. RESEARCH METHODOLOGY

- **Type of Research:** Descriptive and analytical research with an exploratory approach.
- **Data Collection:**
  - **Primary Data:** Surveys and interviews with pharmaceutical R&D managers, regulatory experts, and industry consultants.
  - **Secondary Data:** Academic journals, industry reports, government publications, patent databases, and company annual reports.
- **Sampling Technique:** Stratified random sampling for companies across various sizes (large, medium, small).
- **Analysis Tools:** SPSS, Excel, and qualitative thematic analysis.

3. OBJECTIVES OF THE STUDY

1. To identify economic barriers affecting innovation in the pharmaceutical industry.
2. To analyze how institutional inertia impacts R&D and creative processes.
3. To evaluate the role of policy frameworks, market incentives, and capital allocation in fostering or constraining innovation.
4. To propose strategies for overcoming structural constraints and enhancing innovation capacity.

4. RESEARCH GAP

- Limited studies focus on the **interaction between economic constraints and innovation barriers** specifically in the pharmaceutical sector.
- Existing literature often emphasizes technological or scientific aspects but underexplores the economic and institutional dimensions affecting creative potential.
- There is a need for an integrated framework combining policy, investment, and organizational factors affecting innovation.

5. SIGNIFICANCE OF THE STUDY

- Provides actionable insights for policymakers, regulatory bodies, and industry leaders.
- Helps pharmaceutical companies optimize capital allocation and risk management to support innovation.
- Offers a roadmap for balancing stability with disruptive creativity to improve global competitiveness and patient access to affordable medicines.

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 9 | September 2025 - Peer Reviewed Journal

6. RESEARCH DESIGN

- **Exploratory and Descriptive Design:** To explore barriers and describe the current status of innovation in the pharmaceutical industry.
- **Quantitative Analysis:** To measure the impact of economic constraints and regulatory factors on innovation outcomes.
- **Qualitative Analysis:** To interpret managerial perspectives, organizational culture, and policy influence on creative strategies.

7. RECOMMENDATIONS & SUGGESTIONS

- Increase funding for high-risk, high-reward R&D projects.
- Reform regulatory frameworks to support faster adoption of innovative technologies.
- Encourage public-private partnerships for collaborative drug development.
- Introduce financial incentives and tax benefits to promote experimentation and sustainability.

8. RESULTS & DISCUSSIONS

- **Economic Constraints:** High R&D expenditure and limited access to capital significantly delay product innovation.
- **Institutional Barriers:** Risk-averse culture, long approval cycles, and patent dependency discourage experimentation.
- **Innovation Outcomes:** Companies with proactive investment strategies and policy engagement show higher innovation rates.
- **Discussion:** Aligning economic measures with creative goals enhances the probability of breakthrough innovations.

9. FINDINGS

1. Financial constraints are the most significant barrier to innovation in pharmaceuticals.
2. Regulatory rigidity and status quo practices reduce organizational flexibility for creative approaches.
3. Firms leveraging AI, digital trials, and collaborative models show superior innovation outcomes.
4. Policy reforms and incentive structures positively influence the adoption of innovative processes.

10. HYPOTHESIS

- **H1:** Economic constraints negatively affect innovation capacity in pharmaceutical companies.
- **H2:** Institutional inertia and status quo practices significantly reduce the likelihood of disruptive innovation.
- **H3:** Policy incentives and capital allocation positively influence pharmaceutical innovation outcomes.

11. LIMITATIONS

- Focused only on pharmaceutical firms; results may not generalize to other industries.
- Limited availability of financial and R&D data from privately held firms.
- Time constraints may limit the depth of primary data collection.
- Dynamic regulatory and economic conditions may influence findings over time.

12. CONCLUSION

The study concludes that while the pharmaceutical industry has immense potential for innovation, economic and institutional barriers often restrict this potential. Strategic realignment of capital, regulatory reform, and supportive policy frameworks are crucial to fostering creativity and enabling companies to develop affordable, sustainable, and technologically advanced solutions.

REFERENCES

1. *Zhu, J. (2023). Corporate financialization, financing constraints, and innovation efficiency in Chinese pharmaceutical firms. PMC. https://pmc.ncbi.nlm.nih.gov/articles/PMC10140347/*
2. *National Academies Press. (2021). Barriers to innovations in pharmaceutical manufacturing. NCBI Bookshelf. https://www.ncbi.nlm.nih.gov/books/NBK570315/*
3. *International Federation of Pharmaceutical Manufacturers & Associations (IFPMA). (2024). The economic impact of the global pharmaceutical industry. https://www.ifpma.org/news/new-study-demonstrates-the-economic-impact-of-the-global-pharmaceutical-industry/*
4. *Drews, J. (1997). Pharmaceutical innovation between scientific opportunities and economic constraints. Journal of Pharmaceutical Sciences, 86(7), 783–786. https://www.sciencedirect.com/science/article/pii/S1359644697010866*
5. *Schuhmacher, A. (2024). Pharma innovation: How evolutionary economics is shaping the future. Drug Discovery Today, 29(1), 101–112. https://www.sciencedirect.com/science/article/pii/S1359644624003477*
6. *Syed, T. (2025). Rethinking pharmaceutical innovation policy. Institute for New Economic Thinking. https://www.ineteconomics.org/perspectives/blog/rethinking-pharmaceutical-innovation-policy*

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 9 | September 2025 - Peer Reviewed Journal

7. *Wu, Z. (2024). Economic policy uncertainty and corporate innovation in the pharmaceutical industry. Frontiers in Public Health, 12, 1411495. https://www.frontiersin.org/journals/public-health/articles/10.3389/fpubh.2024.1411495/full*
8. *Vallano, A., et al. (2024). Escalating costs of innovative medicines: Perspective and challenges. PMC. https://pmc.ncbi.nlm.nih.gov/articles/PMC11458516/*
9. *International Journal of Pharmaceutical Sciences. (2021). Advancements and challenges in pharmaceutical innovation. https://www.ijpsjournal.com/article/Advancements%2Band%2BChallenges%2Bin%2BPharmaceutical%2BInnovation%2BNavigating%2BRegulation%2BTechnology%2Band%2BGlobal%2BAccess%2B*
10. *R Street Institute. (2024). The economics of the pharmaceutical sector: Innovation, competition, and patent policy. https://www.rstreet.org/commentary/the-economics-of-the-pharmaceutical-sector-innovation-competition-and-patent-policy/*