

Summary of PhD thesis 'The ban on the advertising of pharmacies and their activities – theory and practice' – Joanna Wiszniewska

The purpose of this thesis was to investigate whether the ban on the advertising of pharmacies and their activities is relevant for the consumer protection. The main problem seems to be the lack of the legal definition of the term 'advertising of pharmacies'. It leads to the extensive interpretation of the ban and does not provide legal certainty.

The first part of the thesis introduce into the general issues related to the advertisement and other marketing activities. Secondly, it focuses on the different legal regulations within this area of law and discusses whether it is possible to evaluate the effectiveness of advertising bans. The third part of the work concentrates on the theoretical aspects of the ban on the advertising of pharmacies and their activities. Additionally, the reasons why the regulation was implemented are argued. The forth chapter discusses the practice of the supervision authorities in the field of the ban. This includes critical selection of the cases led by voivodship pharmaceutical inspectors, Chief Pharmaceutical Inspector as well as the administrative courts. Next part focuses on the controversy concerning the regulation. This all gives the opportunity to critically examine both the law and its implementation. Finally, the current chances to abolish the regulation are presented.

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