# Table of contents

## Chapter 1: Introduction

1.1. General Benefits of Immunizations and Vaccines ........................................ 15  
1.2. Need for New Vaccines and Novel Technologies ........................................ 16  
1.3. Opportunities and Limitations; Novel Vaccines and Technologies .................... 18  
1.4. Why GM Vector-based Vaccines? ......................................................................... 20  
1.5. Why Use modified vaccinia virus Ankara (MVA) as a Vector? .......................... 21  
1.6. Why Influenza? .................................................................................................. 22  
1.7. Theoretical Background .................................................................................... 24  
1.8. Outline of Research and Dissertation .................................................................. 28

## Chapter 2: A Key Opinion Leaders Analysis of the Critical Success Factors for the Market Potential of Genetically Modified Vaccines

2.1. Introduction .......................................................................................................... 37  
2.2. Methodology ....................................................................................................... 39  
   2.2.1. Literature ....................................................................................................... 39  
   2.2.2. Interviews ...................................................................................................... 39  
   2.2.3. Ranking Survey .............................................................................................. 40  
      2.2.3.1. Survey Analysis ...................................................................................... 41  
2.3. Results .................................................................................................................. 42  
   2.3.1. Interviews ...................................................................................................... 42  
   2.3.2. Survey .......................................................................................................... 43  
      2.3.2.1. Technical Potential ................................................................................ 44  
      2.3.2.2. Commercial Potential ........................................................................... 45  
      2.3.2.3. Rules & Regulations ............................................................................ 45  
      2.3.2.4. Societal Potential .................................................................................. 45  
2.3.3. Target Market ................................................................................................... 47  
2.4. Discussion ............................................................................................................ 48  
Appendix ...................................................................................................................... 52
Chapter 3: An Interdisciplinary Analysis of Genetically Modified Vaccines: From Clinical Trials to Market

3.1. Introduction ............................................................................................................. 57
3.2. Methodology ......................................................................................................... 58
   3.2.1. Literature Search ........................................................................................... 58
   3.2.2. Terminology ................................................................................................... 59
   3.2.3. Patent Analysis .............................................................................................. 59
   3.2.4. Clinical Trials Analysis .................................................................................. 61
   3.2.5. Registered Vaccines ....................................................................................... 63
3.3. Results ................................................................................................................... 63
   3.3.1. Patent Literature ............................................................................................ 63
   3.3.2. Clinical Trials ................................................................................................ 64
   3.3.3. Registered Vaccines and Patents .................................................................... 66
3.4. Discussion and Conclusions ................................................................................ 70
Appendix ....................................................................................................................... 73

Chapter 4: Vector-based Genetically Modified Vaccines: Exploiting Jenner’s Legacy

4.1. Introduction .......................................................................................................... 77
4.2. Methodology ......................................................................................................... 78
   4.2.1. Literature Research ......................................................................................... 78
   4.2.2. Search for Patents .......................................................................................... 80
   4.2.3. Search for Clinical Trials ............................................................................... 81
   4.2.4. Search for Registered GM and non-GM Vaccines ......................................... 82
   4.2.5. Data Convergence ......................................................................................... 83
       4.2.5.1. Patents and Clinical Trials ...................................................................... 83
       4.2.5.2. Evolution of GM Vaccines: Convergence of all three Databases ............. 83
4.3. Results ................................................................................................................... 87
   4.3.1. Analyzing the Market ..................................................................................... 87
       4.3.1.1. Data Convergence .................................................................................. 90
4.4. Discussion .............................................................................................................. 93
Chapter 5: Cross-sectoral Perspectives of Market Implementation of the MVA Platform for Influenza Vaccines: Regulatory, Industry and Academia

5.1. Introduction ................................................................................................................. 99
5.2. Methodology .............................................................................................................. 101
   5.2.1. Descriptive Study Design ...................................................................................... 102
      5.2.1.1. Root Cause Analysis (RCA) ........................................................................ 102
      5.2.1.2. Interviews .................................................................................................... 102
      5.2.1.3. Integrated Assessment (IA) Approach ........................................................ 102
      5.2.1.4. Perspective Method .................................................................................... 103
      5.2.1.5. Rank-frequency and Importance-frequency Method .................................... 103
5.3. Results ....................................................................................................................... 103
   5.3.1. Dimensional Perspective Construction; Three Perspectives, their Similarities and Differences .............................................................. 104
   5.3.2. RCA Tree ........................................................................................................... 105
      5.3.2.1. Production and Speed ................................................................................. 105
      5.3.2.2. Technical ..................................................................................................... 106
      5.3.2.3. Immunogenicity ......................................................................................... 106
      5.3.2.4. Competitors ............................................................................................... 106
      5.3.2.5. Pandemic/Mock-up .................................................................................. 106
      5.3.2.6. Regulatory .................................................................................................. 106
   5.3.3. Importance Frequency ...................................................................................... 109
5.4. Discussion and Conclusions ...................................................................................... 110

Chapter 6: Market Implementation of the MVA Platform for Pre-pandemic and Pandemic Influenza Vaccines: A Quantitative Key Opinion Leader Analysis

6.1. Introduction .............................................................................................................. 115
6.2. Methodology .......................................................................................................... 117
   6.2.1. Literature Reviews & Interviews ................................................................. 118
      6.2.1.1. Interview Participants ............................................................................ 118
      6.2.1.2. Explanatory Interviews ........................................................................ 118
      6.2.1.3. Interview Questions .............................................................................. 118
   6.2.2. SWOT Analysis ............................................................................................... 119
   6.2.3. AHP Analysis .................................................................................................. 119
   6.2.4. SWOT-AHP Analysis Model ......................................................................... 121