

ASSESSMENT THE INFLUENCE OF THE COMPETITIVE ENVIRONMENT TO THE WORK OF PHARMACY NETWORKS

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Today, to achieve success pharmacy networks focus their attention on their organization, its internal variables and as they are open systems, they are depend on forces, acting in the external environment. Taking into account a variety and changeability of the external world, heads of pharmacy networks should limit the effect of the external environment only by those aspects, from which greatly depends the success of the organization. One of the methods to determine and consider the factors influencing on the organization consists in distribution of them into two groups: the factors of direct and indirect influence.

The impact macro- and microenvironment factors on the activities of pharmacy networks has been analyzed using the method of expert assessments. It was set that the majority of respondents indicated positive significance of contact audiences. However, the two components were estimated with significant proportion of negative evaluations. In particular, the influence of public authorities 29,1% of heads of pharmacy networks rated as negative, due to a number of government actions, such as the adoption of regulations regarding state regulation of prices. The second factor of this group – is the impact of the media, which is 28,7% of heads of pharmacy networks noted as negative. This is because recent media increasingly gave information about the high proportion of counterfeit medicines in pharmacies and unethical behavior of employees in relation to the imposition of sales and customers, more expensive imported drugs instead of existing drugs cheaper domestic analogues in order to obtain higher profits.