

**ЎЗБЕКИСТОН РЕСПУБЛИКАСИ СОҒЛИҚНИ САҚЛАШ ВАЗИРЛИГИ
ТОШКЕНТ ФАРМАЦЕВТИКА ИНСТИТУТИ**

**“ТАЪЛИМ, ФАН ВА ИШЛАБ ЧИҚАРИШДА ФАРМАЦИЯНИНГ
ДОЛЗАРЬ МУАММОЛАРИ”
РЕСПУБЛИКА ИЛМИЙ-АМАЛИЙ АНЖУМАНИ
(ХАЛҚАРО ИШТИРОКДА)
МАТЕРИАЛЛАРИ**

**МАТЕРИАЛЫ РЕСПУБЛИКАНСКОЙ НАУЧНО-ПРАКТИЧЕСКОЙ
КОНФЕРЕНЦИИ (С МЕЖДУНАРОДНЫМ УЧАСТИЕМ)
«АКТУАЛЬНЫЕ ВОПРОСЫ ОБРАЗОВАНИЯ, НАУКИ И
ПРОИЗВОДСТВА В ФАРМАЦИИ»**

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Тошкент фармацевтика институти Илмий кенгашининг 2015 йил 13-октябрдаги 3-сон қарори билан чоп этишга тавсия этилган.

изучение динамики инновационных процессов предприятия позволяет говорить о наличии тенденции к снижению инновационной активности, что обусловлено уменьшением количества проектов, находящихся на стадии доклинических исследований. Активизация инновационной деятельности позволит «Лекхим-Харьков» оставаться значимым игроком на фармацевтическом рынке Украины, тем более, что для этого у компании есть соответствующий технический, материальный, кадровый и научный потенциал.

Выводы: В результате проведенного анализа управления интеллектуальными ресурсами на предприятиях «Фармстандарт-Биолек», «Биофарма», «Эйм», «Лекхим-Харьков» установлено, что указанные компании можно отнести к категории стабильных ФК. Планирование, организация, контроль и регулирование процессов создания и разработки объектов интеллектуальной собственности на исследуемых предприятиях дает возможность создания условий для развития и успешной реализации их научно-технического потенциала, повышения конкурентоспособности продукции и перехода на инновационную модель развития.

Литература: 1. Посилкіна, О. В. Методичні підходи до оцінки інтелектуальних ресурсів у фармації : наук. метод. рек. / О. В. Посилкіна, О. В. Літвінова. -Х.: Вид-во НфаУ, 2014. – 34 с.

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THE STUDY OF BASIC REASONS MANAGED AND UNMANAGED PROCESSES OF CRISIS DEVELOPMENT

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All of the processes that occur in an organization can be divided into managed and unmanaged. Managed processes amenable to change in a certain direction at a conscious influence on them. Direction and nature of uncontrollable processes can not be changed for one reason or another, they proceed according to its own laws; as a result of these processes is still going to happen is should happen. Managed and unmanaged processes are in a certain ratio, which reflects the excellence and the art of management. Managed processes under certain conditions can become unmanageable, and vice versa. The prevalence of uncontrolled processes leading to the crisis, and the prevalence of controlled processes depends on the effectiveness of management and in certain circumstances also leads to crisis situations.

Objective: to study the characteristics of managed and unmanaged processes of crisis and to determine the basic adaptive measures for pharmaceutical enterprises.

Materials and methods: questionnaire survey, systematic and logical analysis.

Discussion: excessive bureaucracy generates social tensions and conflict situations. Earlier, often used the term "over-organization", which is characterized by the desire to control everything and in every way, even in cases where there is no real need. This often occurs as a result of unfounded fears, lack of confidence in staff, lack of professionalism, as well as on the basis of ambitious of executives. In addition to controlled processes reflect only part of the functioning and development of the organization, they have a measure of control, and controlled to a certain extent. So, a good executer and a clear will not comply with the orders coming at odds with common sense or corporate law. Therefore, we can conclude that not all processes can be (and are) managed and controlled processes can not be completely controlled. This situation is directly related to the anti-crisis development and management. By the crisis may result in "not seeing" the processes that can be controlled and that needs to be skillfully directed. If you do not, they can become a natural. The crisis may occur in the case of the desire to control unruly processes, where there are no control mechanisms. It caused in an empty waste of resources.

Crisis development is a controlled process for preventing or overcoming the crisis that meets the objectives of the organization and the corresponding objective tendencies of its development.

It is known that many of the processes of development characterized by growing complexity of the organization. This is the case with the production, economy, social sphere. Complicates the technology of manufacture of the product, its diversity and functionality lead to more complicated

economic relations, the increasing diversity of human interests. This is determined by education, urbanization, life sociodynamics culture and other factors. Development processes are cyclical and the increase in the complexity of the logistic curve occurs. It characterizes the stages of occurrence of prerequisites, the manifestation process complexity, and the exhaustion of the existing framework and builds capacity for further changes. The logistic curve reflects the four stages of development. The first stage of development is a simple operation. This control, foreseeable in all its characteristics and connections, does not cost much to ensure its effectiveness, no different variety of its functional content, suggesting the basic organizational forms. The second stage is management under increasing complexity of production, which in its development should be ahead of the development of production. Only in this case it can be effective. This will require the reconstruction of governance, which, of course, entails a complication of functional, organizational, motivational and informational respect, as well as the professionalization of management. The third phase is management, adapted to the complexity of the corresponding production. It can stimulate the rapid development of production and further enhance its complexity. This control is pronounced innovation type, but quickly exhausts its potential for innovation. The fourth stage is slowing down the development of control at relatively high rates of economic growth. Here it is possible emergence of a new non-compliance complexity of production and management, breach correlation of management and control systems. This is the danger of crisis management, and after it is the whole of the control system. Crisis management in the perspective of its analysis looks like a maximum convergence of branches logistic curves in the initial and final stages of the development cycle of production and management, and the maximum advance development trends of management regarding the development trend of production in the middle stages of the manifestation of these trends.

It was set that basic adaptive measures for pharmaceutical enterprises include: change in product policy of companies (using 93% of respondents), the implementation of effective price policies – 87%, finding new distribution channels – 80%, development and implementation of effective marketing strategy, development and implementation of strategic program development use 73% of respondents. The least commonly used were the following adaptive measures: information and communication with staff – 40% of respondents, insurance against the risks of changes in the environment and creation of MIS and software marketing analysis – 33%, respectively, of information systems necessary for searching all possible changes in the external environment and creating CRM-system – 27% respectively.

Conclusions: 1. In the study the main reasons for managed and unmanaged processes of crisis were identified. 2. The basic adaptive measures for pharmaceutical enterprises were determined.

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ЧАСТОТНЫЙ АНАЛИЗ ВРАЧЕБНЫХ НАЗНАЧЕНИЙ И ИССЛЕДОВАНИЕ ПОКАЗАТЕЛЯ ПОТРЕБЛЕНИЯ ЛЕКАРСТВЕННЫХ ПРЕПАРАТОВ БОЛЬНЫМИ ОСТРЫМ ЛИМФОИДНЫМ ЛЕЙКОЗОМ

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Цель: За данными Национального-канцер регистра с каждым годом показатель распространенности лейкозов в Украине характеризуется прогрессивным ростом [1]. Важнейшем условием организации эффективного лечения больных лейкозами является проведение своевременной и полноценной химиотерапии. В условиях финансово-экономического кризиса в стране особую актуальность приобретают результаты частотного анализа врачебных назначений препаратов различных фармакотерапевтических групп, а