

## AN EXPERT EVALUATION OF THE GENERATIONS THEORY IN THE CONTROL OF THE PHARMACY ORGANIZATION

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**Introduction.** Application of the generations theory in staff management, including the pharmaceutical industry, has recently become widespread in Ukraine. There are such types of generations (years of birth are indicated in parentheses): The Greatest Generation (1900-1923), The silent generation (1923-1943), The Baby Boomers generation (1943-1963), The X Generation (1963-1984), The Y Generation (1984-2000), and The Y Generation (with 2000). Like many other industries, pharmacy faced a new challenge, the change of generations. The Y Generation came at the scene. It turned conventional ideas about management and selling. It is not easy to find approaches to young people, but there is a need to do it as soon as possible, because the next generation grows up, the Z one, which is not yet participating in a labor market. **The aim** of the study is to evaluate the generations theory in personnel management on an example of pharmacies in Ukraine, Belarus and Poland.

**Methods:** expert evaluation. The experts related to the pharmaceutical industry specialists. They were all members of the X, Y and sub-Y (people born from 1990-2000) generations. The analysis was conducted in regard to the following characteristics: personal qualities, professional quality, compliance with the corporate culture. Different generations were represented by groups of such specialists: interns (work experience up to 1 year, the sub-Y Generation); professionals (work experience of 1-5 years, the Y Generation); professionals (work experience of 5-10 years, the X Generation); specialists with experience of over 10 years (the X Generation). A total of 213 respondents were interviewed. Some questionnaires were rejected due to not fullness. Therefore, 199 questionnaires were used for a further analysis. The sample was biased towards females, due to the specificity of the pharmaceutical industry. All participants under study gave a written consent. Professional and personal qualities for each group of respondents were evaluated by a 5-point scale. **Results.** Data obtained during the research, meet the basic statements of the generations theory. Thus, representatives of the sub-Y Generation have a minimum level of professional commitment, they are the least resistant to stress, are less able to work in a team, have a low attention and feasibility. Representatives of the Y Generation are the most resistant to stress, more executable and neat, punctual, and have a high cultural level, they are the least conflict. Representatives of the X Generation have a high level of professional commitment, they are the most attentive, but are less punctual and executed and more conflict.