

# IMPROVING STAFF MOTIVATION ON PHARMACEUTICAL ENTERPRISES

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**Introduction.** Motivation is an important attribute of the management. Positive motivation activates human abilities, reveals its potential negative - inhibits expression abilities prevent the achievement of goals. Most acutely the problem affected the trade of pharmaceutical industry, because here there is a high psychological burden on the employee.

**Aim.** Contemporary Issues and controversies in motivating personnel pharmaceutical company based on study of factors that influence the choice of staff motivation and strengths and weaknesses of the current system of motivation.

**Materials and methods.** In this research are used the investigation methods of analyses and synthesis, systematization and generalization.

**Results and discussion.** With the formation of modern mechanism motivation pharmaceutical companies must consider the impact of various factors external and internal environment. To effectively manage resources such as people, need to know the factors that contribute to employee behavior and group dynamics.

The main objective internal factors include self-realization, improving professional skills and training, the atmosphere in the team, career, responsibility and so on. The most influential factor is a subjective internal pay and working conditions.

The external factors that influence the formation mechanism of motivation in pharmaceutical companies are the general economic situation, earnings of employees in related economic activities, economic and social programs of the government.

The peculiarity of pharmaceutical enterprises is connected with combining the functions of drug provision with scientific, industrial, control-analytical, commercial, medical, information, control and support functions. This should take into account the specific features of the pharmaceutical industry, due to the high level of competition.

**Conclusions.** The use of innovative methods in motivational activities of pharmaceutical companies improves overall performance; employees use innovative approaches in difficult situations; increase staff productivity and loyalty of employees to the company; create a favorable climate in the team; the involvement of the most qualified professionals.