

STUDYING THE PECULIARITIES OF THE MOTIVATION OF THE EMPLOYEES OF THE PHARMACY ENTERPRISES

Bondarieva I.V., Atta Omar Jamal

National University of Pharmacy, Kharkiv, Ukraine

Iraq

fmm@nuph.edu.ua

Today pharmacists are interested in highly skilled personnel who would properly carry out their work. Motivation is not the last place in the solution of this issue. To attract new employees, to keep them in the workplace is impossible without knowledge of the system of incentives, without knowing what induces the pharmacist to work for an excellent result, which is needed both for management (high sales of medicines) and for the employee (getting decent wages).

The purpose of this work is studying the peculiarities of the motivation of the employees of the pharmacy enterprises.

To identify the role of motivation in the work of the pharmacist a survey was conducted by 53 pharmacists. It was determined, the reasons for choosing the profession of pharmacist. After analyzing information, it was found that 50% had parents working in this area. But it is equally important that 25% consider this profession profitable, that is, high wages are the motivation to choose this specialty. During the work it was found that 35% of respondents were satisfied with wages, 30% – particularly, and 35% – are not satisfied.

The results of adherence to the specialty of the pharmacist are rather interesting: the tiniest work schedule and the process of communicating with people are the least pleasant – 20% and 30% respectively. But the most important thing, which most of all in the work of the respondent's checkpoint attracts the opportunity to realize themselves and help people. This suggests that employees have a motivation to work.

An analysis of tangible and intangible incentives was conducted: 30% received cash awards, 15% – personal discounts, and 40% – did not receive any material incentives at all.

Recommendations for improving the process of stimulating the pharmacist in the pharmacy have been developed. The model of the system of complex motivation of the pharmacy personnel for the productive activity has been introduced.