

SCIENTIFIC SUBSTANTIATION OF THE RELEVANCE OF THE IMPLEMENTATION OF PHARMACEUTICAL INSTITUTION CORPORATE CODE IN UKRAINE

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Introduction. Currently the interpretation of the word “Code” (Latin “codex” is a book) is a set of rules in a certain sphere, which may have an officially fixed character, but it is not effective. There is also a more meaningful definition of this term: “Code” is internally integral complex (it has a structural division into parts, sections, etc.) statutory instrument, which is the result of codification, and it provides legal regulation of a certain sphere of social relations, combining the rules of a certain sphere, branch (sub-branch) of law.

However, the current code is not only a tool of high quality communication ethics, formation of organizational culture, positive image of the organization and increase in foreign economic activity, since the society has lacked only universal standards for regulating the human behaviour within the non-standard or conflict situations. Unfortunately, the current state of corporate governance in pharmaceutical institutions of Ukraine is characterized by low level of organizational culture, inconsistency of existing practice of corporate governance with pharmaceutical institutions to generally accepted worldwide principles of re-orientation of personnel management system for individual work with personnel, as the most valuable asset of the pharmaceutical institutions. Consequently, ethics requirements are reflected in corporate and professions codes, and they are ground of the organizational (corporate) culture of institutions.

The purpose. The main purpose of this work is the conduct of study of aspects of the relevance of introduction of the corporate code into the activity of a pharmaceutical institution as a tool of organizational culture management within the framework of adaptive personnel management taking into account the international experience of applying the ethical principles of the activity of pharmaceutical

institutions and pharmacy professionals.

Methods. Modern methods of logical and typological grouping, analytical analysis and comparison, desk (traditional) analysis, questionnaires have been applied for the scientific substantiation of practical aspects of the relevance of implementation of corporate standards and corporate code of a pharmaceutical institution. Analysis and processing of the data have been carried out by mathematical and statistical methods using computer programmes (Microsoft Office Excel 2003). The study subjects are special scientific literature, fundamental publications on labour organization, scientific reviews and monographic publications of domestic and foreign scientists on human resources management of organizations, Internet resources covering methodology, approaches and tests aimed at analysis of various aspects of the organization personnel activity and its culture.

Sociological methods and personal observations carried out among 1940 pharmacy professionals from 23 regions of Ukraine have been applied to confirm the desk results of the study. All respondents have been grouped into three categories: the management (main (leading) pharmacy professional, the director of a pharmacy institution, the head of a pharmacy institution, the head of a pharmacy, the head of a pharmacy department, the head of a pharmacy warehouse or a base, the head of a department), their deputies, chemists and pharmacists.

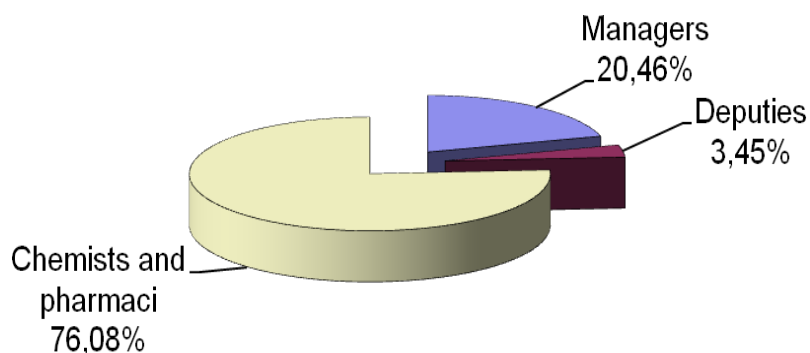


Figure 1. Characteristics of the distribution of respondents by positions

Results and discussion. At the end of the last century, problems of ethics conduct of business acquired not only national (state) but also international character that is inherent in interconnection at international, micro and macro levels, with formation of value-based approaches by the relevant official documents.

In this regard, the United Nations (UN), the Organization for Economic Cooperation and Development, the International Chamber of Commerce jointly developed a framework for the implementation of international rules on conduct of business entities in the international market. The Council of Europe has also conducted significant work in this direction. This issue is of particular importance due to expansion of the activity of multinational corporations (MNCs), which because of their extensive intercontinental or international organizational structure cannot be a controlled entity at macro level and cannot subject to the law of one state. The draft code of international conduct for these companies, developed by the United Nations, was adopted in 1980, it was revised in 1985 and in 1988. The code is being still developed.

Macro-level in Ukraine is represented by rules of corporate governance, regulating the activities of organizations with a number of regulatory documents on the implementation of important principles of business ethics – “implementation of generally recognized civil, integrity regulations of business relations in process of corporate governance”, that was proclaimed by the Secretary General of the OECD, Donald J. Johnson in the introductory word of the print edition of Principles: “... it is important that our efforts will also help to develop the culture of professional values and ethics conduct, which well-functioning markets will depend on. Professions codes are based on the same ethical principles as corporate codes and business ethics codes, but contain standards of conduct for a particular profession or type of activity. They are also inherent in the division into three levels of implementation of professional principles: international, macro and micro levels.

Conclusion. A retrospective analysis of the terminological definition of “Code” and the current version of the interpretation of “Code” has been conducted in order to define the content. It has been established that the most widespread version in the modern world is Business Ethics Code, which is of international nature, inherent in interconnection at international, micro and macro levels, with formation of value-based approaches approved by the relevant official documents. Macro level in Ukraine is represented by the rules of corporate governance. The professional codes on the national level are represented by the Ethics Code of Pharmacists of Ukraine.