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The analysis of the pharmacy specialist motivation

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Introduction

At various times a lot of scientists paid sufficient attention to the study of certain aspects of personnel management in pharmacy, in particular, the analysis of the pharmacy specialist motivation, the pharmacy specialist socio-psychological characteristics, their competencies and the organization of work, etc.

However, it is necessary to note the dynamism of such a category as the pharmacy specialist motivation, the modern version of which is formed under the influence of globalization and the integration of the latest information space, and the transience of changeable socio-cultural features of society and the circumstances of the modern market functioning to which the pharmacy specialist must adapt. It is the present sources, which form the system of pharmacy specialist motivation in Pharmacy, remain unascertained and require to be researched.

In addition, taking into account the influence of various factors (age of Pharmacy employees and the peculiarities of their value system, cultural and educational level, moral qualities, competencies, gender, status, orientation and awareness, etc.) on the formation of specific needs of the pharmacy specialists, the creation of motivation profiles of the pharmacy specialist according to certain groups is actual, and until now remains an unresolved issue.

Purpose of the work

The main purpose of the work was the determination of the pharmacy specialist motivation sources within their cooperation with the Pharmacy as a guarantee of creating a system of adaptive personnel management of the Pharmacy.

Materials and Methods

Modern methods of study were used to achieve the goal, including sociological methods (questionnaires) and personal observations for data collection, and methods for desk and analytical analysis, logical, typological grouping and comparison for data processing. Additionally, in this research, the following methods of scientific research and cognition were used too: historical, logical, systemic, comparative, graphical, mathematical and statistical. All statistical calculations were performed using StatSoft's statistical package.

Inc. (2014). STATISTICA version 12.0 and Excel spreadsheet. A p-value. Thus, 1940 pharmacy specialist' questionnaires were processed by a personal study of the pharmacy specialist activities, which were representatives of 23 regions of Ukraine. According to the occupying position, the pharmacy specialists were distributed as follows: the basis of the analysis was made by Pharmaceutical sales representative and Pharmacist - 76,08%, the Managers and their Deputies made 23,91% (20,46% + 3,45%).

Results and Discussion

The internal motivation is the most important motivation sources for the category of young pharmacy specialists who work for a short period of time - up to 5 years. The above-mentioned motivation source involves the desire to get pleasure from the processes. Such a choice of motivation is not accidental, since the impact of modern worldview and technology on young pharmacy specialists is significant, and it is reflected in their desire to find an interesting job, to communicate, to improve their activity with the help of information technologies, various gadgets, the capabilities of the Internet, since this is the generation that has grown and raised in the current conditions and with many opportunities, among which, in particular, there is the possibility of having an internship abroad and gaining practical experience and knowledge.

The above-mentioned pharmacy specialists look at the problem and the possibilities of its solving more widely, respond quickly and have a high level of information access by using and

intruding the foreign experience, and by integrating of knowledge through on-line systems: internships, conferences, seminars and training, etc.

In addition, instrumental motivation that is represented by external motivation (financial leverage represented by various surcharges, bonuses, social guarantees and benefits, etc.) ranks the second place among the motivation sources - 14.

Such a division is explained by the desire of young pharmacy specialists to receive high wages for immediate realization of their plans and dreams, based on the fact that they have already put the efforts and finances into their education. The “external concept “I” - 9 takes the third place and it is characterized by the desire that your own personal features, competencies and values will be accepted and supported by other employees, the reference group and the staff of the Pharmacy as a whole. According to the results of the study, integrated group motivational profiles of the PSs have been compiled according to the length of service.

The indicators of motivation sources for pharmacy specialists with length of service up to 10 and over 15 years are similar – the internal concept of “I” is a priority for them (the pharmacy specialists’ desire to comply with their own standards, competencies and values). However, this indicator is significantly higher (18) for the older group than for a group of pharmacy specialists with a length of service of up to 10 years (16). In addition, for the older category the characteristic feature of the distribution between the indicators of motivation sources is their duality as in the case of young pharmacy specialists. So, the pharmacy specialists placed the “Internalization of the goal with indicator 15 on the second priority, indicating that there are ample opportunities for leadership in managing the system of motivation in the specified categories of pharmacy specialists.

Conclusion

On the basis of the conducted research, given the identified motivation sources inherent in each of the pharmacy specialist categories the following recommendations can be defined. Thus, in order to meet the needs of the instrumental motivation source, most managers see a way out only in material incentives - financial surcharges, taking into account the general socio-economic status of the country as a whole and the financial situation of the pharmacy specialists (this is especially evident in the underdeveloped regions and villages or, conversely, in the regions with a high level of competitiveness in the labor market among the pharmacy specialists (especially where the National university of pharmacy and pharmaceutical faculties with a significant number of graduates are located). Thus, there is an imbalance between the salary level of the pharmacy specialists from different regions (according to the statistics of the State Statistics Committee and the data analysis of job seeking websites), which creates a wide range for management to use the indicated incentive.

However, the falsity of such opinion should be mentioned: the presence of a psychological aspect from the use of this type of stimulus - short-term effect due to the quick addiction to the availability of a certain number of financial payments. That is, having received a surcharge or a bonus, or a wage increase, at first the pharmacy specialist may feel a stimulus that will last at best three months, and then the pharmacy specialist will wait for the next increase, and sometimes to receive such an increase as an undeniable right to a decent pay for their work.

In this case, incentives will not occur, as opposed using a non-material motivation that is perceived by the pharmacy specialist as an award. Moreover, according to research by M. Armstrong, money alone does not stimulate better work, although their lack can be a very serious demotivating factor. That is, increasing wages does not guarantee that the employee will work better and better, however, if he feels that his salary is too low, then the productivity of his labor can significantly decrease.

That is why the best option is to focus on the “The External Concept of “I” and “The Inner Concept of “I” sources of motivation to meet these particular needs of the pharmacy specialist.