

manufacturers. The most famous drugs were established during pregnancy and lactation. Among them: Festal, Mezim Forte 10000, Metoclopramid, Entorozermine, Elevit Pronatal, Vitamins for pregnant women Prenatal nutrients Solgar.

The least famous drugs are Lutein, Vagisan. The attitude toward the acquisition of new medicines has been determined. For example, 51% of respondents trust only proven medicines.

**Conclusion.** The results of the research are important for the further formation of the assortment of medicines used during pregnancy and lactation in the pharmacy.

## **RISK MANAGEMENT AS A CONSTITUENT OF THE PROJECT TYPE OF MANAGEMENT IN THE IT COMPANIES**

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**Introduction.** Today, the project type of management is the most common. The reason thereof is the dynamic development in information technology, within which the activities are unique, the products are rapidly upgraded, the effective coordination of the available resources is necessary for achievement of the appropriate goals, and the time limits are clearly defined for each product. In this regard, the use of modern project risk management technologies in the IT companies is of particular importance.

Many scientists and practitioners have dealt with the issues of project risk management. Particular attention should be paid to the works of I. M. Volkov, V. I. Voropayev, P. G. Grabovoi, I. V. Rishniak, etc.

Unfortunately, a number of issues related to project risk management in the IT companies have not been sufficiently investigated. That is why the issues of research and risk management in the project activity of the IT companies are important and relevant both from theoretical and practical point of view.

**Results and discussion.** Development of the IT industry facilitates the development of domestic information infrastructure, in accordance with the requirements of the leading economies of the world, which have reached the level of V and VI technological structures. Priority tasks in the field of IT are as follows:

- 1) modernization of enterprise management systems based on the new IT technologies;
- 2) interaction with international financial institutions;
- 3) optimization of information service based on a third IT platform.

Within the project management, one of the main tasks facing the companies is project risk management, which is a very serious impediment to successful completion of the project. It is assessed by means of the following indicators: risk likelihood, amount of losses (severity). Obviously, the risks are present at all the stages of the project activity. In this regard, the project risk management tools are subject to constant improvement.

There are many definitions of risk, formed in different contexts and different features of application. From the most common point of view, every risk is proportional to both the expected loss that may be caused by the risk event and the likelihood of the event. Differences in definitions of risk depend on the context of the losses and their assessment. For the purposes of this article, the following definition of risk can be applied: risk is the combination of the probability and the consequences of an adverse event (losses, danger).

Generalization and systematization of existing definitions of risk made it possible to identify the main approaches to its understanding, according to which the risk: is equated to the negative or positive consequences, its quantification; is associated with uncertainty or its consequences; is considered as a

deviation of the actual result from the planned or forecasted, as the possibility or likelihood of an event, objective-subjective category.

Apparently, the main task of risk management is to reduce or eliminate the impact of negative factors on the life cycle of a project (or projects) in order to achieve the results that are close to those planned and desired.

Project risks imply a set of risks that threaten the implementation of an investment project or may reduce its effectiveness (commercial, economic, budgetary, social, environmental, etc.); the set of circumstances in which the likelihood of completion of the project objectives is reduced or excluded; set of risks that threaten the economic efficiency of the project, which is reflected in the negative impact of various factors on cash flows. According to the authors, the project risk should be understood as the risk of unfortunate deviations from the expected states of the project in future, in view of which the decisions are taken at this particular moment. In the IT projects, an adverse event may be a decrease in value, manageability, functionality, quality, an increase in project timeframe, profit losses.

Project risks should be understood broadly, i.e. as any event or condition that can have a positive or negative impact on the outcome of a project. Such an interpretation is also applied in finance, implying a speculative risk that, in the conditions of uncertainty, can lead to both profit and losses. In case of insurance, the concept of net risk is used, when any uncertainties relate solely to potential losses in the future. The risks are linked with the future, they should be distinguished from the problems and difficulties that are currently occurring.

The possibilities of manoeuvring during the risk management are quite diverse: risk prevention, risk aversion, conscious and unconscious risk taking, duplication of operations, objects or resources, reduction of potential and actual losses, risk distribution, risk dispersion, spread of exposures in time, isolation of dangerous synergistic factors from one another, transfer (insurance and non-insurance transfer) of risk to other agents, etc.

**Conclusion.** It is common for the IT companies to simultaneously work on several projects. The number of projects usually depends on the size of the company and the scope of its activities. At the same time, all projects are interested in receiving all kinds of resources: financial, labour, intellectual and others. In this case, project risk management is complicated and requires application of more sophisticated modern risk management tools.

## ANALYSIS OF THE PHARMACEUTICAL MARKET OF ENZYME MEDICINES THAT IMPROVE DIGESTION

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**Introduction.** The number of patients with exocrine pancreatic insufficiency is constantly growing worldwide. The incidence of chronic pancreatitis is 4 to 8 cases per 100,000 population per year. 50% of patients with chronic pancreatitis die for 20 years. Therefore, to date, the problem of prevention and treatment of disorders of the digestive system is relevant.

**The aim** of the work is to analyze of the pharmaceutical market of enzyme medicines that improve digestion.

**Methods of research.** Content-analysis of official sources of information on medicines and structure of morbidity, State Register of Medicines of Ukraine, Compendium, methods of marketing researches of assortment medicines (ATC-classification).

**Results and discussion.** In Ukraine, 46 trade names of drugs of this group, produced by 23 companies – manufacturers, are registered. As a result of the research it is established that 67% of the assortment consists of preparations of pharmaceutical companies of foreign countries.