

# **STUDY THE REASONS OF THE APPEARANCE OF CONFLICT SITUATIONS IN PHARMACIES**

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The urgency of the topic is due to the fact that the conflict as an integral part of the life of a modern pharmaceutical organization.

The aim of this work is to study the reasons of the appearance of conflict situations in pharmacies. In this work, marketing research was conducted by questioning 50 pharmacy's consumers. The influence of motivational factors for performing professional duties is evaluated. According to the results of the analysis, the maximum number of points is given to the material incentive indicators, favorable working conditions, a favorable situation in the team, the absence of fear of dismissal. They are most motivated factors. The least important factors for pharmacists are: an element of competition in work, possible career growth.

The reasons for the appearance of conflict situations in pharmacy institutions between the pharmacist and visitors were analyzed. In particular, the majority of emerging conflict in organizations are associated with the absence of the necessary medicines, as well as with the requirement of release of prescription drugs without a prescription. As respondents noted, most conflicts associated with the lack of drugs are solved when pharmacists are offered to order the missing medicine and buy it within the following days. Somewhat more difficult to calm an angry visitor to a pharmacy organization, which requires him a medicinal product that is released strictly by prescription. In most cases, it is necessary to address the conflict to attract the head of the pharmacy, which refers to the availability of normative documents and provides them as needed. Several cases of customer claims are noted on the return of the purchased medicines. It has been established that 55% of the pharmacists among the proposed causes of conflict situations noted psychological incompatibility in the "buyer-seller" system, 25% refer to disadvantages in the organization and working conditions, 20% — non-compliance with official instructions and subordination and not favorable climate in the team. The causes of conflict situations in a pharmacy in the opinion of consumers are analyzed. It has been established that there are often conflicts in the pharmacy in the opinion of consumers due to the lack of a medicinal product / high price for drugs, the desire to return the previously purchased preparation, turn on the box office, respectively 3.5; 3.4 and 2.7 points.

Thus, the reasons of the appearance of conflict situations in pharmacies were analyzed.