

2. Creating a presentation. Make a summary of your proposal or a bright presentation - a short and clear statement of the idea and its results.

3. Creating a working prototype.

4. Search for an investor "among their own". When looking for an investor, pay attention to your loved ones, in the early stages of work, relatives or friends who are not afraid of risks can invest in the project. If this business project is your first and you do not have similar experience, attract a more experienced person in this area as an investor. Then, in addition to his money, he will give you something much more valuable - his knowledge.

5. Search for a potential investor from the outside. To do this, you can use numerous Internet platforms (sites of investment companies), fairs and more.

If you are talking about a large-scale business project that requires a large amount of investment, you can think about foreign investment. To interest foreign investors in the feasibility of investing in the economy, it is necessary to create an attractive investment climate, to carry out a number of reforms aimed at improving the social and economic spheres. Foreign investment allows the country's economy to develop in full, to reach a significantly new level of development, to get many new technologies that will help increase the competitiveness of our production in all world markets. With foreign capital, the quality of products produced in the country improves, the unemployment rate decreases, and new jobs are created.

**Conclusions.** According to the State Statistics Committee of Ukraine, UAH 62.7 billion was in the hands of the population last year. This money is the potential for the country's development. Thus, an investor can be each of us who has an idea and a desire to implement it. An investor can be someone who has the resources to support this idea and wants to increase them.

Prerequisites for stimulating the investment process are ensuring legal protection of property (protection of property rights by courts, inevitability of punishment for raiding); fight against unfair competition (when next to your store opens another that sells grey imports and you will work on the verge of profitability or go bankrupt); simplification of doing business, obtaining permits (reducing the number of inspections); stable business conditions (projected tax burden).

## **ASSESSMENT OF THE INFLUENCE OF MACRO-ENVIRONMENTAL FACTORS ON PHARMACEUTICAL COMPANY ACTIVITIES**

Dashutina I. F.

Scientific supervisor: Litvinova E. V.

National University of Pharmacy, Kharkiv, Ukraine

yezjf @nuph.edu.ua

**Introduction.** The pharmaceutical industry occupies a significant place in the Ukrainian economy, since it is an important segment of the national market, it is distinguished by innovation, knowledge-intensive and high profitability of companies.

**Aim.** The aim is to study theoretical aspects and develop practical recommendations for assessing the influence of macro-environmental factors on pharmaceutical company activities and to form a strategy for the development of pharmaceutical enterprises.

**Materials and methods.** It has analyzed databases of the Internet, database of Ukrainian patent office, database of the State enterprise "The State Expert Center" of the Ministry of Health of

Ukraine. Among the methods used in the analysis of the macro-environment, most studies distinguish PEST analysis (P – policy, E – economics, S – society, T – technology). Using this method, four named groups of factors are considered. The purpose of the analysis is to identify the factors of the business environment that affect the organization most, as well as to provide for their dynamics. The influence of macro-environmental factors on the activities of the pharmaceutical company JSC “Lekhim-Kharkiv” was analyzed.

**Results and discussion.** The main political factors of the macro-environment that affect the activities of the pharmaceutical company JSC “Lekhim-Kharkiv” are: the instability of the political situation in the country; frequency of changes in the legislation of Ukraine (reforms in the field of health care, changes in regulatory requirements in the field of licensing, admission of medicines to the market (registration and certification) and other regulatory changes.

Economic factors also have a significant impact on the activities of JSC “Lekhim-Kharkiv”. Ukraine’s economy was vulnerable to fluctuations in the world economy. Ukraine is experiencing economic instability, in the face of an outbreak of acute respiratory disease COVID-19 caused by coronavirus SARS-CoV-2. The Ukrainian currency is subject to instability and depreciation. The company’s business depends on improving the economy of Ukraine and increasing the level of disposable income of consumers in Ukraine. The company depends on third-party manufacturers of active pharmaceutical ingredients and other raw materials. The following external factors may affect the deterioration of profitability: an increase in the electricity tariff, the general level of prices for substances and other production materials, tax growth, an increase in the inflation rate, devaluation.

It should be noted such social factors that affect the company’s activities: a decrease in the population, migration trends. The strategic development of pharmaceutical companies is also influenced by demographic trends. The focus of research and development, the directions of global investment activity in the industry determine the characteristic diseases corresponding to aging (drugs for the treatment of chronic diseases, neurodegenerative diseases, cancer).

Technological factors affecting the company include: scientific and technological progress in the field of production, improvement of existing and production of innovative medicines. The rapid pace of scientific and technological change requires significant investment in development, but thus contributes to increasing competitive positions in the market through the use of newer technologies. Control by the state over the quality and safety of medicines has a positive impact through stimulating the improvement of production technologies, improving the quality of medicines due to the introduction of certification standards.

The development of biotechnological drugs is one of the promising segments of the industry. In addition, it is more difficult for such drugs to create generics due to the specifics of the biotechnological production process, as well as the strict requirements of regulators for such drugs. Focusing research and development in narrow therapeutic areas is one of the scenarios for the further development of pharmaceutical companies. The development strategy of a number of pharmaceutical companies is aimed at the development and implementation of generics.

**Conclusions.** Thus, currently, pharmaceutical companies operate in difficult conditions in the presence of opposing factors and a strict regulatory regime. On the one hand, companies are aimed at minimizing the time of bringing new products to the market, increasing the number of new developments. On the other hand, in the field there is a noticeable reduction in the period of commercialization of intellectual property, strengthening control by regulators, public organizations, as well as changing consumer requirements and expectations from products and the activities of industry companies as a whole. Of all macro-environment components of the enterprise, the positive factors are technological. In order to formulate a strategy for the development of a pharmaceutical enterprise, it is necessary to fully promote the development of the

pharmaceutical industry in order to more fully meet the needs of the Ukrainian population for medicines; equipping pharmaceutical enterprises of Ukraine with high-performance equipment and advanced technologies; development and strengthening of new forms of production and scientific and technical cooperation of Ukrainian enterprises and organizations with foreign partners; increasing export potential of medicines produced in Ukraine.

## **ENERGY MANAGEMENT SYSTEM: METHODOLOGY OF STAFF STUDYING**

Nosachenko M. P.

scientific supervisor: Zborovska T.V.

National University of Pharmacy, Kharkiv, Ukraine.

19hagiri96@gmail.com

**Introduction.** The formation of the energy management system requires the involvement of personnel of the organization. Therefore, it is advisable to pay special attention during the implementation of the energy management system to the formation of a culture of energy-efficient enterprise staff.

This strategy of behavior of employees of the organization will first have significant economic benefits, and secondly will not only ensure the economic orientation of organizations in the implementation of technological aspects (purchase of new equipment, building insulation), but also allow energy-correct assessment of such measures.

**Aim.** Identify the main aspects of staff training in the field of energy management and develop an algorithm for this process.

**Materials and methods of research.** Normative base in the field of energy management, the analysis of scientific works of domestic and foreign scientists devoted to problems of management of energy efficiency.

**Results and discussion.** According to the requirements of ISO 50001: 2018 Energy management systems –Requirements with guidance for use, the organization must:

1. determine the required level of competence of persons performing work under its management, which will affect energy efficiency and energy management systems;
2. ensure the competence of these individuals through appropriate education, training, or skills.

In our opinion, staff training in energy management should be divided into training:

1. authorized persons for the build of the energy management system (it's also recommended to study a group of heads of structural units of the organization);
2. other staff of the organization (consisting of employees of structural units).

Training of authorized persons in the formation of the energy management system is recommended to be carried out with the involvement of specialists from external organizations, for example: consulting services of organizations that are licensed to certify the energy management system.

We have proposed an algorithm for staff studying, which consists of stages:

1. Division of personnel into authorized persons and other personnel.
2. Determining the required level of staff competence depending on its structural unit.
3. Determine the existing level of competence of the organization's staff.
4. Creating a program, staff training plan in the field of energy management (if necessary, to involve experts from external organizations in training).
5. Development of forms for documenting the results of the learning process.