

CONFLICT ON PHARMACY BUSINESSES

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The presented work is a part of a study conducted during the process of working on the course paper *Conflict Management in pharmaceutical companies*, which aims to identify ways to prevent the emergence and development of the conflict situations in the systems of pharmaceutical companies: worker – worker, patient – pharmacist.

A typical feature of any company is the presence of the numerous and diverse conflicts. Therefore, the study of nature, causes, mechanisms of conflicts in the society, and the development of the ways of their prevention and solvation have a great theoretical and practical significance. Thus, the conflict is the ratio between the social interaction's subjects, which are characterized by the presence of the opposite motives (needs, interests, goals, ideals), or judgments (attitudes, evaluations, opinions).

The backbone of any organization is the people (staff). The set of conditions in which there is collective, can cause both increased efficiency and various conflict situations that lead to its decline, and even its collapse. It is therefore necessary to properly control all these processes, whose task should be the prevention of unwanted, negative conflict, and providing constructive. Managing conflict is perhaps the most important function of any manager.

Considering the problem of the dealing with conflict situations, the native conflict management relies on the theoretical foundation, which was laid in the science of management by the American scientist Elton Mayo in the doctrine of human relations. The behavior of people is determined not only by the rational impulses but also by the irrational ones, causing it to be difficult to predict. These moments of spontaneity increase in the terms of emotional tension and stresses, which are associated with conflicts, and makes the task of solving them extremely difficult by using scientific methods.

To conduct the study, a questionnaire survey method of all levels employees and visitors of the pharmaceutical institution was used. We interviewed 100 people of which half men and half women, they are all different ages and occupations.

During the conduction of the study the following data were yielded:

- women enter into conflicts by 75% more than men, this applies to both visitors of the pharmacy and its employees;
- the majority (64%) conflicts only on the fundamental for them issues (a higher prices, lack of the medication in the pharmacy, unappropriate service), and only 2% of the respondents said that they will not turn to the pharmacy institution after the conflict;
- 19 % of employees do not participate in disputes within the team, 69 % are trying to remain neutral and do not specifically support any of the conflicting parties, and 12 % are actively involved;
- 64% of the respondents stated that they will propose changes, 21% are willing to take in their hands, and only 15% will be afraid to intervene because of the possible job losses, while 61 % of respondents said that they are ready to criticize his superiors openly.

In the proses of making the research there were found the data that is necessary to pay attention to by the management of pharmaceutical institution for the normalization of the work (incompetence of pharmacists, moral standards, work ethic etc.) and the prevention of the conflict situations, that can make a bad affect on the image of the institution as well as its work. Possible good manager have to carry out such surveys among their employees and visitors. It will help to identify all deficiencies, identify the causes of discontent employees, spend measures to improve quality, to attract new personnel and investments; because workers in a good mood means quality work, satisfied visitors and in what way it is advertising, which will increase the popularity of your organization. It is necessary to carry out measures for the promotion, encouragement of both workers and customers, to create favorable conditions for the encouragement of the buyers.