

THE ESSENCE AND SIGNIFICANCE OF PERSONNEL DEVELOPMENT OF THE PHARMACEUTICAL ENTERPRISES

Pchelnikova T.M., Bratishko Y.S

The National University of Pharmacy, Kharkiv, Ukraine

e-mail: tpchelnikova@mail.ru

The article considers the nature, tasks and methods of personnel management, the pharmaceutical enterprises.

The problem formulation. Sufficient availability of personnel with the necessary knowledge and skills, rational use, high levels of productivity are of great importance for the domestic pharmaceutical companies in relation to the increase of sales volumes of drugs and increasing production efficiency. In particular, from supply of pharmaceutical company staff and its efficient application depend on the volume and timeliness of performance of all works, the degree of use of the equipment and as a result the volume of drugs production, their quality, cost, profits, and other economic indicators.

Analysis of the last researches and publications. Study of certain aspects of working with personnel and its management in the pharmaceutical companies are described in the works of such domestic and foreign authors, as Hops FI, Yaremchuk, Lysak Century, Shchekin, GV, Yanovsky A.M., I. Komarov, Ouchi Century, Posilkina A.V., Bratishka US, Mnushko Z.N., Tolochko V.M., Kotka A.A. and others, But in modern literature did not reflect on the research of the disadvantages and advantages of a modern instruments of personnel management, the issues of formation of effective system of personnel development on the pharmaceutical enterprises. Also a little investigated problems of adaptation of foreign experience in the sphere of control of personnel development on the Ukrainian pharmaceutical enterprises.

The aim of the study is to examine the peculiarities of personnel management in pharmacy in the introduction of quality management, the understanding of which will help managers of pharmaceutical companies to develop an effective system of

personnel development with consideration of the specifics of the pharmaceutical enterprises.

The main material. The most important element of economic development is human resources; their qualifications, education, training, motivation activities. There is an undeniable dependence of the competitiveness of the pharmaceutical and food & optical enterprises, the quality of the personnel of the pharmaceutical company. Personnel development is one of the most important components of General increase of efficient production. In economically unstable periods problems of personnel development was not sufficient attention, but in the period of crisis development of personnel is one of the conditions of preservation of existing rates of economic growth. To achieve high efficiency of use of personnel only if it has the necessary knowledge, skills and purposefulness of activity. Education and training of personnel as a component of its development should be a continuous and correspond to modern requirements of international standards. It should be noted that in the conditions of economic instability personnel requirements increase, and the employees must realize

The conclusions. The staff is the main link of all processes in the pharmaceutical company. Whatever the latest technology, innovative ideas, they will never be effective, to bring the maximum benefit without high-efficiency work, proper training and qualification of personnel. The management of personnel development is a complex process, because people in different degrees endowed with intellect, the ability to think and learn and development. Sustainable development of staff is a necessary condition for the functioning of any pharmaceutical enterprises, especially in conditions of the modern changes in the requirements for professional knowledge on the background of the management of quality and orientation of the industry on an innovative model of development.