

MAJOR ISSUES OF BUSINESS ETHICS IN PHARMACY AND WAYS FOR SOLUTION

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With growth of pharmaceutical establishments of private property, its holders, and also with development of entrepreneurship based on private ownership, a need of main principles creation of business ethics arises. Without applying of ethic principles in pharmaceutical business, it is impossible to ensure stable forward movement of establishments to the best results of activities. That is exactly why it is important to determine actions required in order to business operations would be grounded on invariable moral standards.

Taking into consideration the pharmaceutical industry expansion, the aim of this research is study of major issues with adherence of business ethics in pharmacy and ways for these issues solution.

As theoretical and methodological foundation for the research, the scientific works of domestic and international authors in business ethics issues were used. The methods of systematic analysis, monitoring, logical generalization etc. were applied during the research.

It was established while analyzing that the major reasons of this problem is absence of ethical traditions and standards of pharmaceutical business operations in Ukraine. In this context, it is necessary to apply a system of measures designed to improve a situation in the field. That is demanded by increasingly severe competitive environment, which influence the domestic economy is tinged with.

The main ways to solve problems in pharmaceutical business ethical practices are the following: announcing the total fight with mass media involved against public and political societies with any facts of corruption, bribery or damaging to an enterpriser by state employee's illegal actions; interpersonal relations are built on basis of moral Christian ethical norms; simplification to the minimum of the procedure of enterprises' establishing and operations, and private business performing; displacing of the State from economical field as an absolutely ineffective system of business dealing. Under these conditions, it is possible to create principles for business activity on the backgrounds of ethical norms.

Thus, under current conditions of economy management the ethics of pharmaceutical business operations is crucially important. The further development and improvement of economic system is impossible without attraction of progressive economical ideas and principles of ethical business activity.