

FEATURES OF PR ACTIVITY OF PHARMACEUTICAL COMPANIES

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Efficiency of functioning of the pharmaceutical enterprise in modern conditions of market economy provides use with the management of the concepts of management developed according to strategic marketing. Today it isn't enough to operate behavior of people: it is necessary to operate their thoughts and feelings, to form public opinion. For the pharmaceutical enterprises, means of strategic management of opinion of representatives of target audiences are the relations with the public (PR – Public Relation).

Productivity of activity of the pharmaceutical enterprise depends on various public groups: partners, doctors, end users of medicines, shareholders, investors, mass media, and public authorities. The corresponding efficiency is promoted by a combination of internal management and external public approval of strategy and actions, which are carried out by the enterprise.

Results of practical realization of the PR functions form the corresponding PR resource of the enterprise it is set of assets of the enterprise in the sphere of public relations. The main components of a PR resource are his reputation, publicity, image and corporate (organizational) culture. Each of components directly influences efficiency of activity of the enterprise and demands from the management of considerable physical and material inputs on their formation and support.

Pharmaceutical market very delicate sector of economy demanding the most correct approaches to work, especially in the sphere of marketing and advertising combining art of stimulation of sales with strict observance of rules of granting to the consumer (the pharmacist, the doctor, the buyer) of objective and reliable information both about novelties of the market, and about already

known preparations. In the conditions of the notable restrictions existing in the market of advertising of a pharmaceutical production, achievement of serious progress demands a bigger professionalism.

The reputation of the pharmaceutical companies of the leading countries of the world, which function in the conditions of information (post-industrial) development of business, is their main non-material asset, which has considerable cost. For the last 15 years, the reputation cost share in a total cost of the western companies has increased from 18% up to 82%. So, 62% of respondents consider that the company with good reputation won't sell production of inadequate quality. Thus, the confidence of representatives of the public that the pharmaceutical enterprise with positive reputation won't sell medicines of inadequate quality will be reflected in increase in speed and volumes of realization. For consumers of medicines the high reputation of the manufacturing enterprise serves as a quality assurance and efficiency of the let-out preparations.

The pharmaceutical enterprise, which owns mechanisms of management of the corporate culture, image provides publicity, positive reputation and supports them at the high level has the considerable competitive advantages providing efficiency of functioning and stable success of perspective activity of the enterprise.

Effectiveness of all components of a PR resource of the pharmaceutical enterprise and its total efficiency depend on the culture of business management assuming system of knowledge, set of science and a management skill, different recommendations which have scientific and practical value and is organic, are systemically interconnected.

In general, information obtained during research allows to estimate as the large pharmaceutical companies introduce the technologies in the market of medicines and in what specifics of this sphere of PR activity.