

- as well as carrying out all reforms of drug provision taking into account the principles of the country's social economy.

Conclusions. Today, the pharmaceutical market of Kazakhstan is dynamically developing in the right direction. Changes occur in the distribution, manufacturing and retail sectors. The number of pharmacy chains is increasing. Modern marketing technologies are being introduced. At the same time, on a global scale, the production of medicines in Kazakhstan is still developing slowly. In addition, Kazakhstan's pharmaceutical industry is significantly inferior in gross profitability to foreign companies. Nevertheless, the development of the drug industry is coming new, which is expected to bring the pharmaceutical industry to a new level.

In addition, it is worth noting that the ongoing reform of the health care system and the introduction of compulsory social health insurance will increase the amount of funding and expand the availability of medical and pharmaceutical services. At an early date, prices for medicines and medical products will decrease, and their quality and accessibility will increase, which will contribute to the prosperity and health of the country's nation.

ANALYSIS OF DIRECTIONS OF SOCIAL RESPONSIBILITY OF PHARMACEUTICAL COMPANIES IN UKRAINE

Berkalo Yu. A., Borovik O. P.

Scientific supervisor: assoc. prof. Zhadko S. V.

National University of Pharmacy, Kharkiv, Ukraine

berkalo.yulia@gmail.com, alesyaborovik1997@gmail.com

Introduction. Socially responsible companies carry out their activities in such a way as to meet the expectations of the society related to the observance of ethical, legal, charitable, environmental, commercial and public principles, or even exceed expectations. Only focusing on corporate social responsibility (SCR) can secure reliable and stable business development.

Aim. The aim of this work was to analyze the activities of domestic pharmaceutical companies in the direction of CSR and identify ways to improve it.

Materials and methods. The materials and web-sites of domestic and foreign pharmaceutical companies as well as articles in scientific and practical journals were analyzed. The methods of content analysis and comparison were used.

Results and discussion. Worldwide practice shows that CSR helps companies to improve their business reputation as well as to establish a balanced and trusting relationship with both the state and society. According to one of the largest surveys of consumer preferences, 78% of respondents are more likely to buy a product that is associated with a social initiative that is indifferent to them, and 66% are ready to change their "brand" thinking in support of such an initiative. Despite Ukrainian companies are now busy with their social responsibility, but the results are still insignificant. Ukrainian pharmaceutical companies try to improve their products and build trusting relationships with consumers, to solve issues related to environmental pollution and the use of natural resources, care for their employees and implement social and charitable projects. For instance, "Farmak" company implements project "Adopted grandchildren", helps children from the ATO area and has partnered with two social eco-projects. The company "Zdorovja" participates in various social projects: charitable help for children, assistance to Orthodox churches and allocation of funds for the construction of the Temple. However, measures for CSR are not carried out quite often, and information about them is not sufficiently covered. Unlike foreign companies, reports on CSR and key performance indicators of domestic companies are not available to the general public.

Conclusions. Ukrainian pharmaceutical companies should encourage employees to improve the quality of life of the most vulnerable social groups and develop partnerships with local communities. It is necessary to pay attention to the greatest challenges of local community and formation the transparency of activities.