

THEORETICAL BASES OF THE IMPLEMENTATION OF LOGISTICS FOREIGN ECONOMIC ACTIVITY IN PHARMACEUTICAL ENTERPRISES

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Резюме.

Актуальність. Реалізація зовнішньоекономічної діяльності обтяжена численними проблемами, спектр яких досить широкий. Це недостатній досвід суб'єктів зовнішньоекономічної діяльності і її превращення в основні засоби впливу капіталу з країни, а також гостра необхідність розвитку сучасних форм конкуренції на зовнішніх ринках і формування стосунків з міжнародними економічними організаціями відповідно до інтереси України. Це також змушує підприємства ретельно аналізувати динаміку і кон'юнктуру міжнародних і внутрішніх ринків і намагатися розробити ефективні механізми адаптації, які сприяють достатній гнучкості поведінки бізнес-суб'єктів і ефективності їх відповідних рішень.

Метою роботи є теоретичне обґрунтування підходів до впровадження логістики зовнішньоекономічної діяльності фармацевтичних підприємств.

Матеріали та методи У процесі дослідження використовувалися методи контент-аналізу, порівняння, аналізу, синтезу та узагальнення.

Результати та їх обговорення. Досліджено актуальність впровадження логістики зовнішньоекономічної діяльності на фармацевтичних підприємствах. Запропоновано дефініцію «логістика зовнішньоекономічної діяльності на фармацевтичних підприємствах». Визначено цілі, завдання, особливості, принципи та функції логістики зовнішньоекономічної діяльності для умов фармацевтичних підприємств.

Висновки. Враховуючи специфіку діяльності фармацевтичних підприємств, визначено, що логістика є сферою його діяльності, спрямованою на оптимізацію управління матеріальними та нематеріальними потоками з метою забезпечення споживачів лікарськими засобами необхідної якості з конкурентоспроможним рівнем витрат у бажаній кількості у конкретний термін в потрібному місці з урахуванням вимог конкретного споживача.

Ключові слова: зовнішньоекономічна діяльність, логістика, фармацевтичні підприємства, лікарські засоби, фармацевтичний ринок

Introduction. The world economy globalization and intensification in the context of international economic integration has led to the formation and development of relations between economic entities in different countries. In addition, the saturation of the internal market with goods and services, intensification of the competitive struggle for consumers force modern enterprises to look for opportunities to conquer foreign markets. They are important potential competitive advantage of the economy of any country, and their further expansion is a key factor in the development of production.

Access to foreign markets brings to manufacturers requirements to improve production efficiency and product quality, therefore, the fact that success on these markets is objective evidence of the competitiveness of its goods or services. In this regard, foreign economic ac-

tivity (FEA) is an important and integral part of the economic activity of all market participants in market relations, the formation of which has created favorable conditions for its implementation, since enterprises have the right to directly implement export-import operations [1, 2]. It is FEA that promotes the development of promising directions of export potential both for the country as a whole and for the enterprise separately, through the implementation of which a number of problems are solved (lack of new machines, equipment, technologies, etc.).

The implementation of FEA is burdened with numerous problems, the range of which is quite wide. This is the insufficient experience of subjects of foreign economic activity and its transformation into the main means of capital outflow from the country, and the urgent need to

develop modern forms of competition in foreign markets and the formation of relations with international economic organizations in accordance with the interests of Ukraine [3]. It also forces enterprises to carefully analyze the dynamics and conjuncture of international and internal markets and try to develop effective adaptation mechanisms that promote sufficient flexibility of behavior of business entities and efficiency in their respective decisions. Product quality and its production efficiency also need special attention, because the foreign market is more competitive for the domestic one and makes the subjects of FEA to develop rapidly, constantly increasing their competitiveness in the struggle for foreign consumers [4]. So, it is absolutely clear that the development of foreign economic activity and, accordingly, the effective integration of Ukraine into the world economy depend on solving many complex problems, one of the directions of which is the introduction of logistics.

The aim of the work is a theoretical substantiation of approaches to the implementation of foreign economic activity logistics for pharmaceutical enterprises.

Materials and methods. In the process of the study, the methods of content analysis, comparison, analysis, synthesis were used.

Results and discussion. The specifics of pharmaceutical enterprises activities form the features in determining the essence of their foreign economic activity and the principles of organizing its effective implementation. Unfortunately, in the scientific literature there is still no uniform view on the interpretation of the essence and content of the logistics of foreign economic activity of pharmaceutical enterprises, there are no studies to identify its differences from the foreign economic activity of enterprises in other sectors of the economy. This requires the intensification of research on this issue, taking into account the experience of other countries of the world in order to determine the directions of its development for enterprises of one of the most important sectors of the national economy.

The issues of managing logistics the enterprises in the field of FEA are not sufficiently studied. Scientific papers are mainly devoted to general theoretical and highly specialized problems of logistics. Insufficient attention is paid to

building a logistics system, studying of its relationship with the structure of enterprise management in the field of foreign economic activity, evaluation of the effectiveness of the logistics system and optimization of its operation [5, 6, 7].

The intensive development of integration processes has created space for the implementation of international logistics systems. Their characteristic feature is the movement of goods across state borders in the process: the enterprise exports a part of its manufactured medicines to another country; importing active pharmaceutical ingredients, basic and auxiliary materials; partial manufacture of medicines in one country and their transportation to another for the purpose of final production (in-bulk production). Due to the intensive growth of international trade, logistics activities are becoming more global and integrated. Its irrational organization provokes a decline in the performance of domestic enterprises and their avoidance to international markets. That is, the study of the problems of logistics contributes to the search for new opportunities and chances of increasing the effect associated with the activities of enterprises-subjects of foreign economic activity.

Analyzing the characteristics of the activities of enterprises in the pharmaceutical sector, we consider it legitimate to use the definition of foreign economic activity in this study. Foreign economic activity is a sphere of economic activity of a pharmaceutical enterprise related to international trade, foreign loans and investments, international financial transactions, research in pharmacy, the purchase of active pharmaceutical ingredients, basic and auxiliary materials, technologies and equipment for their joint production, licenses on the production of important drugs at the enterprises of Ukraine, the provision of various kinds of services on the basis of the relevant Publications to provide the population with medicines and medical products, contributes to the development of a competitive domestic pharmaceutical industry and allows you to create an effective pharmaceutical market.

FEA logistics has its own specifics in export-import operations – in the implementation

of customs procedures, regulation of the conditions for the delivery of goods under sale and purchase agreements based on Incoterms and international transportation rules, in the design of transport and shipping documents, insurance, etc. [8]. It research in the context of FEA

involves studying the methodology for analyzing and synthesizing streaming processes that are optimized and evaluating the effectiveness of decisions made.

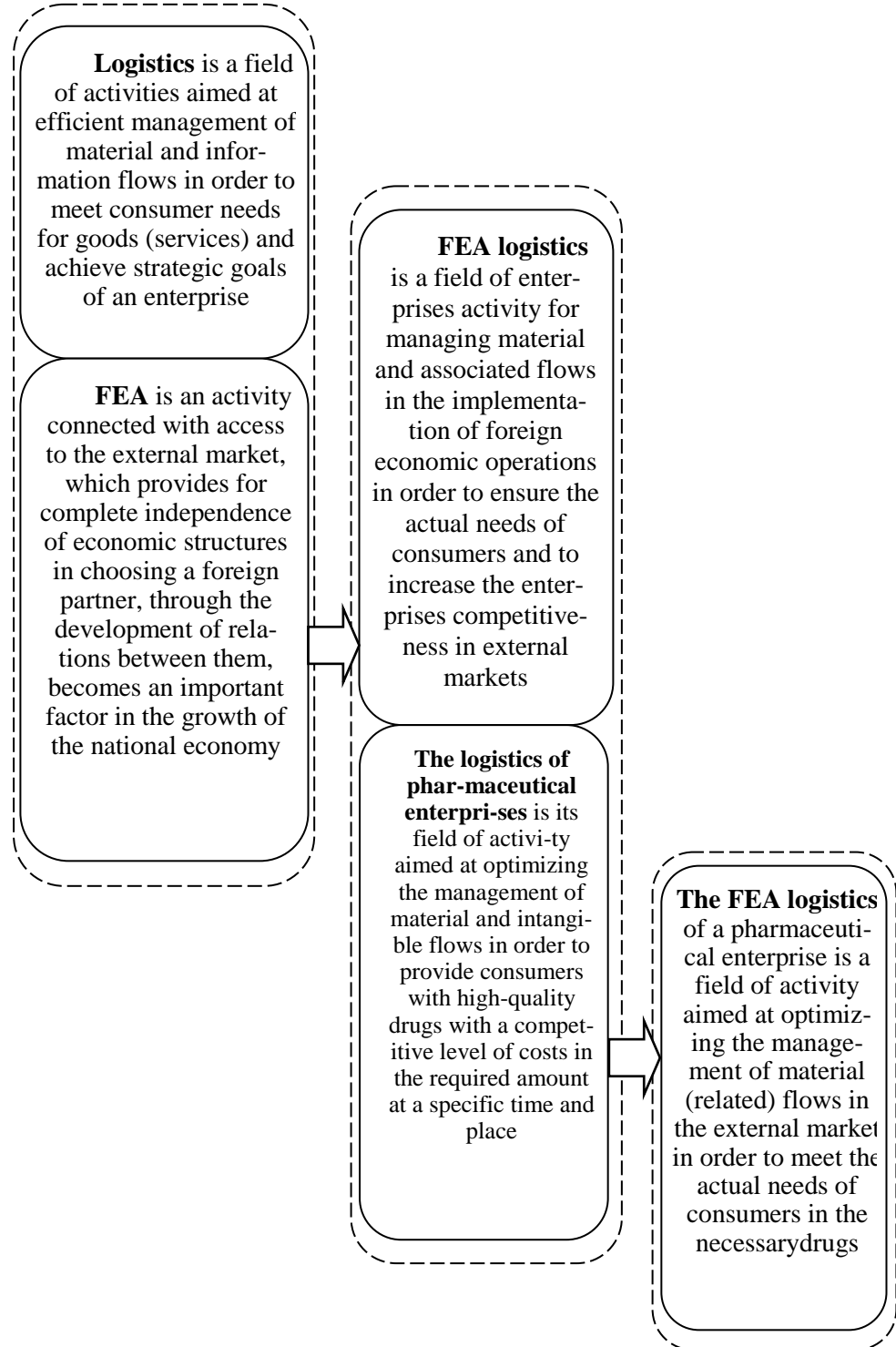


Fig. 1. Categorical apparatus of FEA logistics of a pharmaceutical enterprise

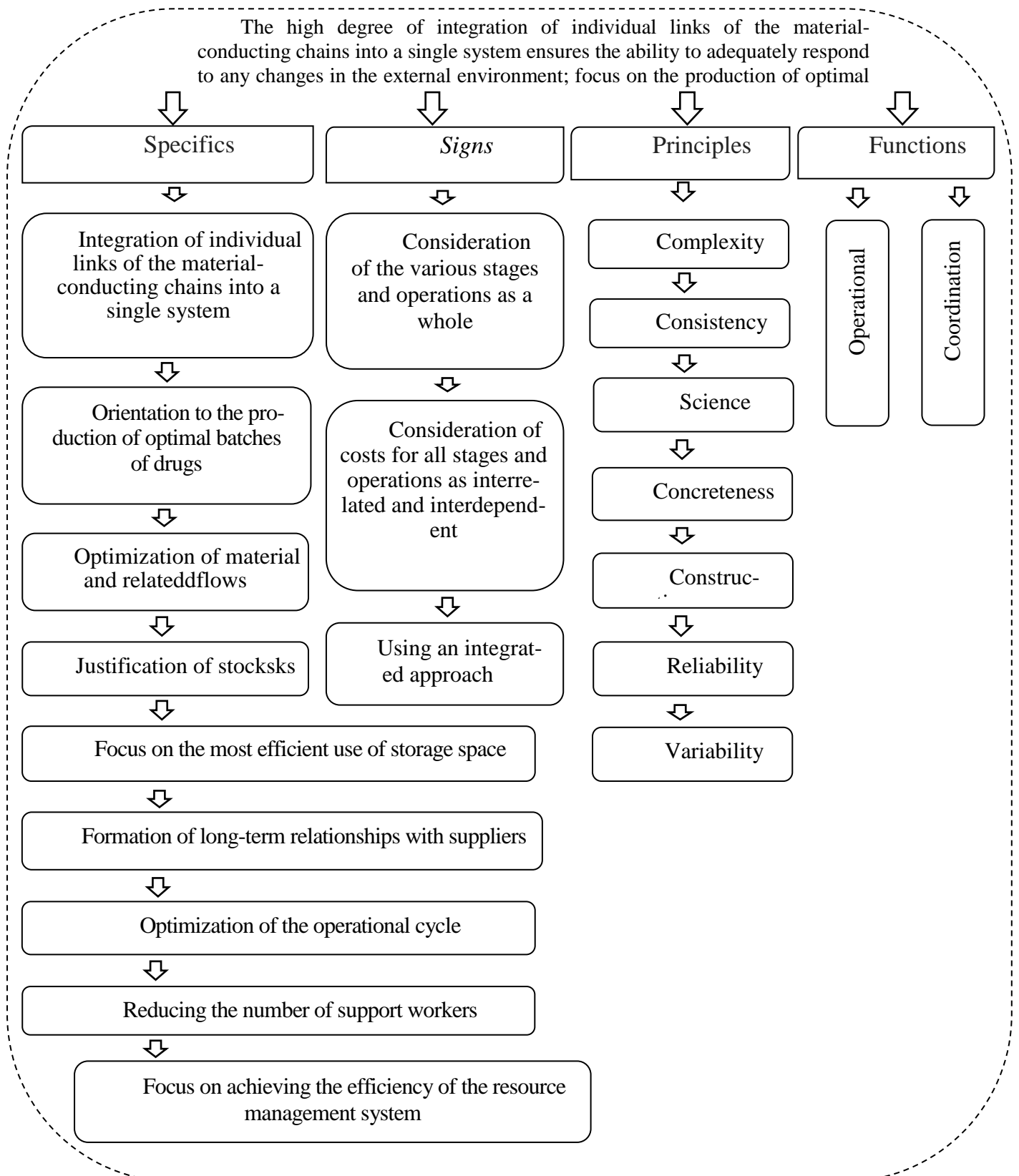


Fig. 2. Characteristics of the logistics of a pharmaceutical enterprise operating in the foreign economic activity field

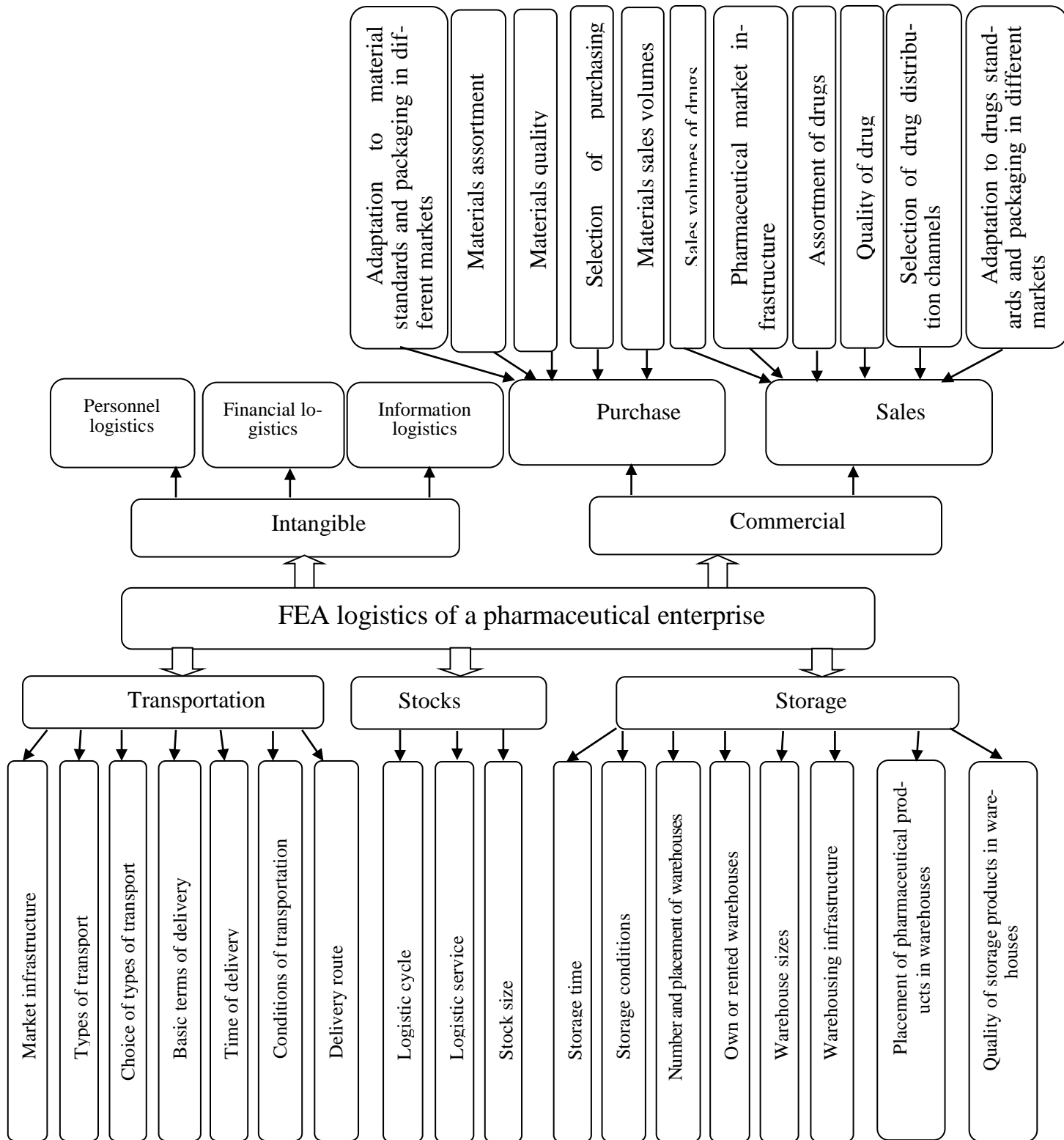


Fig. 3. Structure of foreign economic logistics

Optimization should be aimed at the rapid mobilization of resources and organizational factors, the best adaptation of economic entities to the fast market environment. All

streaming processes (material, informational, transport, storage and others) should be subject to analysis and synthesis; they form a logistic system in their unity and interdependence [8].

It should be noted that the logistics of foreign economic activity is objectively a functional component of logistics; due to the processes of cross-border movement of material, financial and information flows; leads to the emergence of international logistics systems, associations, unions. Based on the study of literary sources, it was determined that it is influenced by such factors as changes in the global economy; introduction of new technologies; development and integration of economic structures at the macro and medium level; the emergence of opportunities for the formation of global logistics chains; the implementation of deregulation procedures [9].

Taking into account the views of scientists, as well as the author's opinion on the essence of the concepts "logistics" and "foreign economic activity", we can formulate the definition of the concept "logistics of foreign economic activity", which is shown in Fig. 1.

The main objectives of foreign trade logistics are the price competitiveness of medicines, adherence to the requirements of the relevant pharmaceutical practices of GPP and international quality standards, including quality guaranteed by suppliers and carriers, as well as the development of individual relationships with suppliers of active pharmaceutical ingredients, basic and auxiliary materials [10].

Proceeding from the goals of the foreign economic activity logistics, the following tasks of the pharmaceutical enterprise were formed: optimization of the movement of flows beyond the state borders; improving the quality of logistics services and competitiveness of the enterprise in the international market by ensuring the appropriate quality of medicines, reducing logistics costs and minimizing risks in logistics activities.

Investigating the issues of logistics of foreign economic activity of enterprises of the pharmaceutical industry, scientists [11, 12, 13, 14, 15, 16, 17] highlight its features and certain features that distinguish it from similar activities of enterprises of other sectors of the economy, and must be taken into account when implementing foreign economic activity of this type of enterprises (Fig. 2).

The high degree of integration of individual links of the material-conducting chains into a single system ensures the ability to adequately

ly respond to any changes in the external environment; focus on the production of optimal batches of drugs is aimed at increasing the flexibility of production; optimization of material and related flows, including financial, personnel and information, occurs by tightly linking the activities of the structural units of the pharmaceutical enterprise; the optimal size of reserves should be determined by the current need of production and the need for timely fulfillment of the terms of contracts and contracts; long-term relationships with supplier firms should be formed on the basis of ongoing monitoring and auditing of their activities; optimization of the duration of the operating cycle at the minimum acceptable level occurs due to the coordination of the movement of material resources; the number of support workers should be reduced solely by optimizing the process of movement of material resources - from the purchase of active pharmaceutical ingredients and materials to marketing drugs; achieving maximum efficiency of the resource management system is possible only under condition of ensuring consistency of their movement at all stages of the operational cycle.

It should be noted that the foreign economic activity logistics of an enterprise is different from its internal logistics. Differences are advisable to divide into general and specific. General differences are due to the spread of foreign economic activity outside the pharmaceutical company and the country as a whole. In this case, such factors as transportation distance, quality requirements and the range of medicines, the difference in currency, the discrepancy between documentation and legislation, and the type of transport are important.

Specific differences in the FEA logistics include the need to take into account the peculiarities of the partner countries regarding the transport system, the calculation of customs and freight charges, packaging requirements, cargo clearance, transportation of pharmaceutical products etc. (fig 3).

Efficient organization of logistics is relevant for a pharmaceutical company, because they receive such significant advantages:

- ability to determine the optimal size of the stock of drugs;

- strengthening of sellers' relations with customers, in particular, due to the approach of pharmacy warehouses to a potential consumer;

- shortening the customer service cycle, which, on the one hand, contributes to the reduction of drug stocks at the buyer, on the other hand, provides an advantage to the enterprise in comparison with others;

- economy of funds to the introduction effective methods of physical movement of drugs (optimization of delivery routes, the choice of a rational type of transport, taking into account the cost and delivery time, ensuring maximum utilization of the carrying capacity and cargo capacity of vehicles, etc.);

- ensuring the concentration of efforts of pharmaceutical specialists engaged in market-

ing and sales on the formation and promotion of demand for medicines.

CONCLUSIONS

1. Approaches to the definition of foreign economic activity logistics have been investigated as well as formed its goals and objectives for the conditions of pharmaceutical enterprises

2. The specific features of the foreign economic activity logistics of pharmaceutical were identification.

3. Characteristics of the foreign economic activity logistics of pharmaceutical enterprises has been proposed.

4. The effectiveness of the implementation of logistics of foreign economic activity for pharmaceutical enterprises was proved.

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ТЕОРЕТИЧЕСКИЕ ОСНОВЫ ВНЕДРЕНИЯ ЛОГИСТИКИ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ НА ФАРМАЦЕВТИЧЕСКИХ ПРЕДПРИЯТИЯХ

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Український журнал клінічної та лабораторної медицини. 2018; 13(4): 62-69.

Резюме.

Актуальность. Реализация внешнеэкономической деятельности обременена многочисленными проблемами, спектр которых довольно широк. Это недостаточный опыт субъектов внешнеэкономической деятельности и ее превращения в основные средства оттока капитала из страны, а также острая необходимость развития современных форм конкуренции на внешних рынках и формирования отношений с международными экономическими организациями в соответствии с интересами Украины. Это также вынуждает предприятия тщательно анализировать динамику и конъюнктуру международных и внутренних рынков и пытаться разработать эффективные механизмы адаптации, которые способствуют достаточной гибкости поведения бизнес-субъектов и эффективности их соответствующих решений.

Цель работы – теоретическое обоснование подходов к внедрению логистики внешнеэкономической деятельности на фармацевтических предприятиях.

Материалы и методы В процессе исследования использовались методы контент-анализа, сравнения, анализа, синтеза и обобщения.

Результаты и их обсуждение. Исследована актуальность внедрения логистики внешнеэкономической деятельности на фармацевтических предприятиях. Предложено определение «логистика внешнеэкономической деятельности на фармацевтических предприятиях». Определены цели, задачи, особенности, принципы и функции логистики внешнеэкономической деятельности для условий фармацевтических предприятий.

Выводы. Учитывая специфику деятельности фармацевтических предприятий, определено, что логистика является сферой его деятельности, направленной на оптимизацию управления материальными и нематериальными потоками с целью обеспечения потребителей лекарственными средствами необходимого качества с конкурентоспособным уровнем затрат в желаемом количестве в конкретный срок в нужном месте с учетом требований конкретного потребителя.

Ключевые слова: внешнеэкономическая деятельность, логистика, фармацевтические предприятия, лекарственные средства, фармацевтический рынок

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Ukrainian journal of Clinical and Laboratory Medicine. 2018; 13(4): 62-69.

Abstract.

Background. The implementation of FEA is burdened with numerous problems, the range of which is quite wide. This is the insufficient experience of subjects of foreign economic activity and its transformation into the main means of capital outflow from the country, and the urgent need to develop modern forms of competition in foreign markets and the formation of relations with international economic organizations in accordance with the interests of Ukraine. It also forces enterprises to carefully analyze the dynamics and conjuncture of international and internal markets and try to develop effective adaptation mechanisms that promote sufficient flexibility of behavior of business entities and efficiency in their respective decisions.

Materials and methods. In the process of the study, the methods of content analysis, comparison, analysis, synthesis were used.

Results and discussion. The relevance of the introduction of foreign economic activity logistics in pharmaceutical enterprises was investigated. The definition of “logistics of foreign economic activities in pharmaceutical enterprises” has been proposed. The goals, objectives, features, principles and functions of foreign economic activity logistics for the conditions of pharmaceutical enterprises have been defined.

Conclusions. Taking into account the specifics of these enterprises, it can be argued that the logistics of foreign economic activity of a pharmaceutical company is its sphere of activity aimed at optimizing the management of tangible and intangible flows in order to provide consumers of the required quality with a competitive level of costs in the desired quantity at a specific time in the right place taking into account the requirements of a specific consumer.

Keywords: foreign economic activity, logistics, pharmaceutical enterprises, medicines, pharmaceutical market

Конфлікт інтересів: відсутній.

Conflicts of interest: author has no conflict of interest to declare.

*Надійшла 25.09.2018 р.
Рецензент: проф. О.П.Гудзенко*