

**SOCIAL RESPONSIBILITY OF PHARMACEUTICAL BUSINESS:
ESSENCE AND COMPONENTS**

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As the experience of the world's leading pharmaceutical companies shows, today pharmaceutical enterprises must realize their own role in the life of the country, strive to turn into high-tech, ecologically indifferent, socially responsible organizations that can provide the population with quality, safe and affordable medicines necessary to improve the quality of life of the population. Only under these conditions will pharmaceutical enterprises have the opportunity to follow the path of sustainable development, to be socially responsible, taking into account their own and social needs and expectations. The aim of the study is to form an understanding of the essence and components of social responsibility of pharmaceutical business, as well as indicators of its level assessment taking into account industry specifics and requirements of international standards. Today, the concept of social responsibility of pharmaceutical business should be understood as a system of views on awareness of the essence, principles, methods, approaches to formation, assessment and management of social responsibility at all levels of management of the pharmaceutical industry and pharmaceutical market entities.

The social responsibility of the pharmaceutical business includes providing the population with high-quality, effective, safe and affordable medicines; creation of conditions for development of professional responsibility of pharmaceutical industry employees in accordance with requirements of social norms; provision of conditions for cleaner production and promotion of improvement of ecological situation in places of presence of production facilities of pharmaceutical enterprises; participation in regional social programmes for the development of the territories and the implementation of their own social projects. The components of social responsibility

of pharmaceutical business today are: responsibility to patients and consumers for timely provision of effective, safe and affordable medicines; responsibility for environmental safety to the local community; responsibility for normative activities and promotion of vocational and higher education; responsibility to the business environment (suppliers; investors, business partners; tax and financial and credit institutions; competitors); responsibility to health-care actors (health-care providers, doctors, pharmacists and providers); responsibility to society, social organizations and the media; responsibility to staff and trade unions; responsibility to shareholders and owners, which are realized as internal and external responsibilities in order to ensure sustainable social and economic development.

The social responsibility of the pharmaceutical business can be assessed in this way: responsibility: timely provision of quality, safe and affordable medicines to the people; responsibility: legal regulations; responsibility: environmental safety; responsibility: personnel and the society; responsibility: stakeholders and owners; responsibility: business environment.

We have suggested methodological approaches to the socially responsible pharmaceutical business assessment based on the economic and mathematical methods and information technologies. The suggested methodology was used for the assessment of social responsibility of more than 20 Ukrainian pharmaceutical companies with application of taxonomic analysis and clustering of the said pharmaceutical companies by the level of their social responsibility.

References:

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