

**Materials and methods:** desk studies, observation method, logical analysis were used.

**Results and discussion:** For a comparative assessment of the degree of use of the most important methods of merchandising, 18 basic criteria were selected. According to the results, assortment groups in the studied pharmacy do not have the corresponding signatures, which makes it difficult to orient the buyer. In organizing the display of goods, the pharmacy fully adheres to the principle of grouping goods into assortment groups. The items and medicines that are most popular are placed on the counter in priority positions, and secondary positions are placed on shelves behind the back of the pharmacist. The principle of "joint consumption" is observed, which is especially noticeable in the example of a combination of various pharmacotherapeutic groups that are used in the complex treatment of colds.

The rule of the "Castle walls", the "Corporate block" rule and the "Duplication" rule in the pharmacy are not respected. The packages on the display case and shelves are located within their assortment groups without any order, but rather randomly – neither size, nor color compatibility, nor the order of brands and generics. Medicines that require serious thought when choosing should not be placed in places with an intense flow of customers. This principle is also violated, since all the exhibited medicines are located in two blocks on either side of the sales point. There are mistakes in the design of shop windows and counters – empty places on the shelves, priority goods are not in conspicuous places.

**Conclusion.** In the studied pharmacy, managers do not pay due attention to the organization of merchandising. Thus, this reserve is poorly used to increase sales volume, including stimulating unplanned purchases.

## STUDY OF THE BEHAVIOR OF CONSUMERS OF MEDICINES, USED IN PREGNANCY AND LACTATION

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**Introduction.** The preservation of maternal and child health is one of the most important tasks of modern medicine. As part of the implementation of industry guidance documents in Ukraine, special attention is paid to the issues of providing medical (pharmaceutical) assistance to pregnant and newborn babies, rational use of medicines.

During pregnancy and lactation, the following pharmacological groups of drugs are used: vitamins, hormones, iron preparations, enzyme preparations, medicines for restoring intestinal microflora, antihistamines, antiemetics, and others.

The **aim** of the work is to study of the behavior of consumers of medicines, used in pregnancy and lactation.

**Methods of research.** Marketing evaluation of the market of consumers of medicines for pregnant women was carried out by the method of sociological survey of the population of various cities of Ukraine and Germany (Bilfeld).

Respondents were asked to complete a questionnaire aimed at identifying the motives, preferences and intentions of consumers when buying medicines during pregnancy and lactation, as well as their evaluation of already used and new medicines. 100 consumers were interviewed.

**Results and discussion.** During the survey, sources were identified, from which consumers learn about new drugs. Most consumers learn about new drugs for advertising in the media (28.4%). 23.7% of respondents trust the recommendations of pharmacists, and 19% trust the appointment of doctors. 16.5% of respondents listen to the advice of friends and only 12.4% learn about new medicines thanks to scientific literature.

According to the survey, 57% of respondents or their family members were taking pregnant medicines. It is revealed which manufacturers prefer consumers. Most respondents (67.9%) prefer foreign

manufacturers. The most famous drugs were established during pregnancy and lactation. Among them: Festal, Mezim Forte 10000, Metoclopramid, Entorozermine, Elevit Pronatal, Vitamins for pregnant women Prenatal nutrients Solgar.

The least famous drugs are Lutein, Vagisan. The attitude toward the acquisition of new medicines has been determined. For example, 51% of respondents trust only proven medicines.

**Conclusion.** The results of the research are important for the further formation of the assortment of medicines used during pregnancy and lactation in the pharmacy.

## **RISK MANAGEMENT AS A CONSTITUENT OF THE PROJECT TYPE OF MANAGEMENT IN THE IT COMPANIES**

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**Introduction.** Today, the project type of management is the most common. The reason thereof is the dynamic development in information technology, within which the activities are unique, the products are rapidly upgraded, the effective coordination of the available resources is necessary for achievement of the appropriate goals, and the time limits are clearly defined for each product. In this regard, the use of modern project risk management technologies in the IT companies is of particular importance.

Many scientists and practitioners have dealt with the issues of project risk management. Particular attention should be paid to the works of I. M. Volkov, V. I. Voropayev, P. G. Grabovoi, I. V. Rishniak, etc.

Unfortunately, a number of issues related to project risk management in the IT companies have not been sufficiently investigated. That is why the issues of research and risk management in the project activity of the IT companies are important and relevant both from theoretical and practical point of view.

**Results and discussion.** Development of the IT industry facilitates the development of domestic information infrastructure, in accordance with the requirements of the leading economies of the world, which have reached the level of V and VI technological structures. Priority tasks in the field of IT are as follows:

- 1) modernization of enterprise management systems based on the new IT technologies;
- 2) interaction with international financial institutions;
- 3) optimization of information service based on a third IT platform.

Within the project management, one of the main tasks facing the companies is project risk management, which is a very serious impediment to successful completion of the project. It is assessed by means of the following indicators: risk likelihood, amount of losses (severity). Obviously, the risks are present at all the stages of the project activity. In this regard, the project risk management tools are subject to constant improvement.

There are many definitions of risk, formed in different contexts and different features of application. From the most common point of view, every risk is proportional to both the expected loss that may be caused by the risk event and the likelihood of the event. Differences in definitions of risk depend on the context of the losses and their assessment. For the purposes of this article, the following definition of risk can be applied: risk is the combination of the probability and the consequences of an adverse event (losses, danger).

Generalization and systematization of existing definitions of risk made it possible to identify the main approaches to its understanding, according to which the risk: is equated to the negative or positive consequences, its quantification; is associated with uncertainty or its consequences; is considered as a