deviation of the actual result from the planned or forecasted, as the possibility or likelihood of an event, objective-subjective category.

Apparently, the main task of risk management is to reduce or eliminate the impact of negative factors on the life cycle of a project (or projects) in order to achieve the results that are close to those planned and desired.

Project risks imply a set of risks that threaten the implementation of an investment project or may reduce its effectiveness (commercial, economic, budgetary, social, environmental, etc.); the set of circumstances in which the likelihood of completion of the project objectives is reduced or excluded; set of risks that threaten the economic efficiency of the project, which is reflected in the negative impact of various factors on cash flows. According to the authors, the project risk should be understood as the risk of unfortunate deviations from the expected states of the project in future, in view of which the decisions are taken at this particular moment. In the IT projects, an adverse event may be a decrease in value, manageability, functionality, quality, an increase in project timeframe, profit losses.

Project risks should be understood broadly, i.e. as any event or condition that can have a positive or negative impact on the outcome of a project. Such an interpretation is also applied in finance, implying a speculative risk that, in the conditions of uncertainty, can lead to both profit and losses. In case of insurance, the concept of net risk is used, when any uncertainties relate solely to potential losses in the future. The risks are linked with the future, they should be distinguished from the problems and difficulties that are currently occurring.

The possibilities of manoeuvring during the risk management are quite diverse: risk prevention, risk aversion, conscious and unconscious risk taking, duplication of operations, objects or resources, reduction of potential and actual losses, risk distribution, risk dispersion, spread of exposures in time, isolation of dangerous synergistic factors from one another, transfer (insurance and non-insurance transfer) of risk to other agents, etc.

**Conclusion.** It is common for the IT companies to simultaneously work on several projects. The number of projects usually depends on the size of the company and the scope of its activities. At the same time, all projects are interested in receiving all kinds of resources: financial, labour, intellectual and others. In this case, project risk management is complicated and requires application of more sophisticated modern risk management tools.

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**ANALYSIS OF THE PHARMACEUTICAL MARKET OF ENZYME MEDICINES THAT IMPROVE DIGESTION**

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**Introduction.** The number of patients with exocrine pancreatic insufficiency is constantly growing worldwide. The incidence of chronic pancreatitis is 4 to 8 cases per 100,000 population per year. 50% of patients with chronic pancreatitis die for 20 years. Therefore, to date, the problem of prevention and treatment of disorders of the digestive system is relevant.

**The aim** of the work is to analyze of the pharmaceutical market of enzyme medicines that improve digestion.

**Methods of research.** Content-analysis of official sources of information on medicines and structure of morbidity, State Register of Medicines of Ukraine, Compendium, methods of marketing researches of assortment medicines (ATC-classification).

**Results and discussion.** In Ukraine, 46 trade names of drugs of this group, produced by 23 companies – manufacturers, are registered. As a result of the research it is established that 67% of the assortment consists of preparations of pharmaceutical companies of foreign countries.
The distribution of enzyme preparations by firms-manufacturers has shown that the leaders of production of this group of drugs for today are such firms as Berlin-Hemi (Menarini Group) and CJSC Technolog (for 10.86%). According to 6.52% in the structure of the assortment of enzyme preparations are such companies-producers: KRKA, Solvay Pharmaceuticals, Rusan Pharma, JSC Vitamins.

The lower percentage is occupied by VT Health (4.34%), Aventis Pharma (2.17%). Other firms have significantly lower rates, with a total of 30.43%.

In the study of dosage forms of enzyme preparations it is established that the majority of them are enzyme preparations in the form of enteric-coated tablets (more than 60%). The capsule form occupies 31% of the assortment of enzyme preparations. Dragee and syrup make up 4% each.

Drugs of this group, presented in the form of various dosage forms and with different composition.

Conclusion. Analysis of the assortment of enzyme medicines has been carried out. The pharmaceutical industry now offers a wide range of enzyme preparations that improve digestion processes, which are distinguished by the features of production technology, dosage form, enzyme activity, cost and trade name.

A STUDY OF THE MOTIVATING FACTORS OF PHARMACEUTICAL WORKERS
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Introduction. Motivation factor plays an important role in modern pharmaceutical activity. Effective use of motivational factors by the manager is a guarantee of dedication to work and proper performance of his duties. The process of motivation of the staff is extremely difficult process and despite the large number of motivational theories.

This topic requires constant monitoring and changes to this process and becomes especially relevant.

The aim of the work is to study the motivating factors of pharmaceutical workers.

Methods of research. Field studies are used in the work. The personnel of the pharmacy in Kharkiv were surveyed.

The questionnaire consisted of the main part, which contained general information about the respondents, and additional questions concerning the factors of motivation for the work of pharmaceutical workers.

Results and discussion. For almost a third of surveyed pharmacists (30%) as the motivating factor is material rewards: bonuses, discounts, personal offers. For 15% of respondents, praise is equivalent to a good assessment from the head (head of the pharmacy). For 5% of respondents, the motivation system does not matter much. 50% of respondents chose not a material incentive as a motivational factor, but a relationship with visitors.

As demotivating factors, a decisive place (5 points) is occupied by the system of punishments and fines. The lack of flexible schedule (4 points), poor relations with colleagues and manager (3 points) are important.

Conclusion. Despite all their professionalism and experience for pharmaceutical workers, as for those working in the field of public services, the motivating factor is the desire to be appreciated. The incentive system and internal motivation are of great importance for pharmacy workers, which will allow attracting new employees to the work, leaving experienced employees at their workplaces, satisfying their basic needs and creating conditions for the manifestation of internal motivation.

In order to improve the work of pharmaceutical workers, it is advisable to use periodically anonymous questionnaires to identify factors of dissatisfaction with work, motivating and demotivating factors.