

RESEARCH OF POWER AND LEADERSHIP AS CRITERIA OF SUCCESSFUL ACTIVITY OF PHARMACEUTICAL ORGANIZATIONS

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Introduction. For the successful activity of the organization, it is necessary to use the leader's status, influence and power. Leadership means the ability to influence individuals and social groups, labor collectives, direct their efforts to achieve the goals of the organization, company, enterprise.

This topic is extremely relevant today for development and effective management in the pharmaceutical industry.

The aim of the work. Research of power and leadership as criteria of successful activity of pharmaceutical organizations.

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

Results and discussion. As a result of the research, it is established that for 70% of respondents the most effective power, based on encouragement, for 20% – the power of the example, for 10% – traditional. Power based on coercion was not chosen by anyone. When asked what qualities a leader should possess, 90% believe that it is a level of intelligence and knowledge, an impressive appearance and self-confidence, and a benevolent attitude toward subordinates.

For 5% of respondents, the main qualities of the leader are friendly attitude to subordinates. For 5% – the level of intelligence and knowledge. Since the manager is the most important person in any organization, he is responsible for making decisions and performing tasks by his employees.

A successful management approach is required, such as delegation of authority. When asked whether delegation is needed at all, 50% answered yes, arguing that this would free the time of the manager for more important work, and also motivates the employees of the lower level of management.

50% consider delegation of authority to be a big risk, because the organization may not have enough competence.

Despite every possible shortcoming, 100% of pharmaceutical workers believe that power and leadership are criteria for improving efficiency.

Conclusion. The power of a leader is formed on understanding of people, ability to put themselves in the place of subordinates, to understand their aspirations, abilities, to analyze the situation and to anticipate the development of events.

The leader must have the will, flexibility, erudition, perseverance, self-discipline, ability to influence people. The style of leadership is directly dependant on the situation and must be a flexible tool for effective production management.