

Данные таблицы показывают, что основной причиной конфликтной ситуации в аптеке является неудовлетворенность покупателей ценами на товары аптечного ассортимента, а также сомнение в соответствии их качества. Вызывает недовольство покупателей и отсутствие необходимого лекарственного препарата на данный момент в аптеке. Также причиной конфликта может быть непонимание покупателем невозможности возврата в аптеку приобретённого товара или же отпуска рецептурного лекарственного средства без наличия рецепта.

Выводы. Таким образом, в ходе исследования изучены причины, обуславливающие дисфункциональные конфликты между провизорами и посетителями аптек; установлено, что наиболее частыми причинами являются высокие цены на товары и сомнение в качестве лекарственного препарата.

RESEARCH OF CONFLICT SITUATIONS IN THE WORK OF PHARMACEUTICAL WORKERS

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In modern society, the emergence of conflicts is an inevitable. Conflicts are an indicator of the development of interpersonal relationships. In the absence of disputed situations, it can be considered that the relationship between people is in a period of «stagnation». In the work of pharmaceutical workers, conflicts can arise between staff, workers and management, between the pharmacist and the patient. Persistent conflict situations affect the psycho-emotional state of the pharmacist, which leads to a significant decrease in the working capacity and quality of service.

The aim of the work is to study the causes of conflict situations and ways of resolving them in the work of pharmaceutical workers.

Materials and methods. A survey was carried out among 100 pharmaceutical workers of pharmacies in Kharkiv.

Results of the study. As a result of the study, it was found that 57% of respondents consider the overload of work to be the most frequent cause of conflict between the pharmacist and manager. According to 32% of respondents, there are often disputes between pharmacists as a result of misallocation of duties. 11% of respondents considered the patient to be the initiator of the conflicts. The survey found that 74% of respondents considered compromise to be the most common method of dispute resolution. 12% of respondents felt that it was best to resolve conflicts by mitigation and 14% by evasion.

Conclusions. The study found that the most common causes of conflict are organizational and social factors. In order to reduce the number of disputes, managers need to communicate more with pharmaceutical workers, listen to their complaints and suggestions, and contribute to the development of a favourable internal climate for the organization.