

Eponyms in science are the names of phenomena (for example, a disease), concept, structure, or method named after the person who first identified or described them (*отёк Квинке* (*Quincke's edema*), *болезнь Альцгеймера* (*Alzheimer's disease*), *перелом Беннета* (*Bennett's fracture*), *палочка Коха* (*Koch's wand*).

Aim. The research is aimed to investigate and describe eponymous terms, to reveal the peculiarities of their use in medical and pharmaceutical nomenclature.

Materials and methods. In the course of the work, the following methods have been used: descriptive as the main method, a method of theoretical analysis of scientific data on medical terminology, methods of classification and systematization, etymological analysis of terms.

Results and discussion. All eponyms can be divided into several groups by origin: mythologisms and biblicalisms, terms with the names of literature characters, terms with the names of scientists or doctors, terms with the names of patients.

Most of the mythologisms entered medical terminology during the Renaissance: *Ахиллово сухожилие* (*Achilles tendon*, Latin *tendo Achillis*), *Аммонов рог* (*Ammon's horn*, Latin *cornu Ammonis*), *атлантозатылочный позвонок* (*atlantooccipital vertebra* (Atlas). A large number of mythological eponyms are used in pharmaceutical terminology in the names of medicinal plants.

Some terms include the names of fictional literature characters. For example: *синдром Мюнхгаузена* (*Munchausen's syndrome* (syn. *Laparotomophilia*) is a mental disorder.

The largest group of terms includes the names of scientists or doctors, for example: *болезнь Иценко-Кушинга* (*Itsenko-Cushing's disease*). If such an eponym contains two or more names, then this indicates that the disease was discovered and described by several scientists. The eponyms of this group in pharmaceutical terminology are represented by the names of medicines: *жидкость Бурова* (*Burov's liquid*), *Фаулеров раствор мышьяка* (*Fowler's solution of arsenic*), *раствор Люголя* (*Lugol's solution*), *жидкость Митрошина* (*Mitroshin's liquid*).

In eponymous names, the names of patients can be used, for example: *культура клеток HeLa* (*HeLa cell culture* - tumor cell culture - after the name of the patient Helena Lane).

Some eponyms in different countries differ from each other, for example, *гигантоклеточный артериит* (*giant cell arteritis*) in Germany and France is known as Horton's disease (*болезнь Хортонна*), but in the United States this disease is unknown under this name. Two different diseases can be called by the same eponym, for example, *болезнь де Кервена* (*de Quervain's disease*) is both a disorder of the thyroid gland and tenosynovitis.

Conclusions. Eponymous terms are associated with cultural-historical connotations. They also perform a certain memorial function: they remind of the specific practicing scientists' achievements.

BUSINESS LEADERSHIP AS AN ELEMENT OF EFFECTIVE MANAGEMENT OF PHARMACEUTICAL COMPANIES

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Introduction. Current trends in the studying of problems and developing effective models for the management of pharmaceutical companies indicate a certain evolution in the understanding of the main mechanisms affecting a company's competitiveness. Rigid administration has given way to the concept of leadership.

Aim. To analyse the types of business leadership in pharmaceutical companies.

Materials and methods. In the classical version, leadership is considered as a special quality, a model of human behavior, ensuring the leading position of the company and achievement of goals. Leadership can be seen as a new management model through which a company can survive changes. A leader always sets a goal and knows how to create all the conditions for achieving it.

Regarding pharmacy sphere, a true leader stimulates progress, ensures the growth of pharmaceutical company. He has an innate potential, professionalism in his field and always superior results, as well as the following aspects (fig. 1).

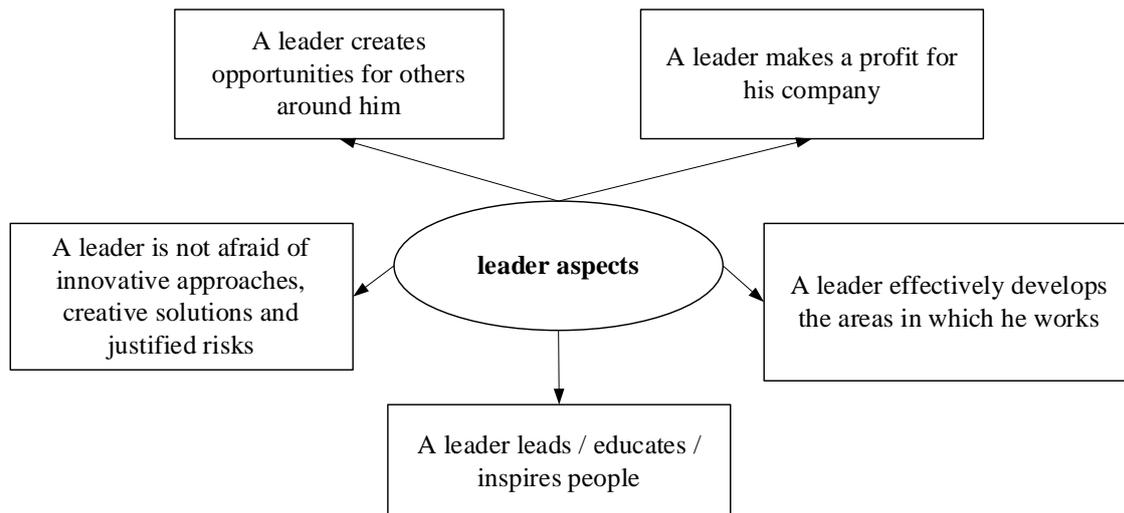


Fig. 1. Leader aspects in pharmaceutical company

It should be noted that the leader knows exactly or intuitively feels how to turn a group of people into a team and multiply their strength several times through the inspiration, training and motivation to move forward, also he is well aware of effective management methods.

Legendary business consultant, brilliant specialist in the effective team management, Israeli and American writer Yitzhak Adizes identifies four types of leadership in team management.

1. Producer

The primary goal of any pharmaceutical organization is to produce results, and it will typically achieve this by meeting the needs of internal or external customers. The same principle applies to your management team. The person in the producer role is ultimately responsible for the product or service that you're offering. He or she is in charge of meeting goals and objectives, and making sure that the end product delivers the expected results. Producers often work fast, and they tend to focus on the end result.

2. Administrator

Administrators in pharmaceutical company focus on how tasks are completed. They're interested in the rules and policies that help your team or organization function, and they are often highly analytical, concentrating on ensuring that people follow procedures correctly. They often take a slow, structured approach to problem solving and decision making. Organizations often depend on administrators to develop the processes and systems that keep everyone working efficiently and productively. Administrators in pharmaceutical companies often work in accounting, or in other process-oriented departments.

3. Entrepreneur

Entrepreneurs in pharmacy are full of ideas. They're gifted at building a shared vision of the future, seeing things that other people can't see. Organizations depend on entrepreneurs to come up

with the big ideas that allow them to maintain strategic advantage and enter new markets. They also rely on people in this role to spot opportunities and threats, and help others respond to change. Entrepreneurs can often use an unstructured approach to solving problems and making decisions. Entrepreneurs in pharmaceutical company can often be in senior leadership roles or in marketing or research and development teams.

4. Integrator

Integrators in pharmaceutical company are the “heart” of a team or organization. They are excellent at bringing people together and maintaining harmony within a group. They can also rely on an unstructured approach when solving problems, and tend to work more slowly and methodically, as their focus is on the process and not the end result. Integrators have a high degree of emotional intelligence and empathy. They often lead with kindness, they know how to build trust and respect within a team. Integrators in pharmaceutical company can also play a key role in building an organization's culture, especially in its early stages.

Results and discussion. To summarize, leaders are needed to create the foundation for environmentally sound management practices of pharmaceutical companies that can encourage and support innovative employee's behavior.

Conclusions. Having made an analysis of types of leadership in pharmaceutical company it can be determined that all four types of leaders are needed in pharmaceutical team management.

COMPARATIVE STUDY OF RUSSIAN AND ARABIC PAREMIOLOGICAL UNITS WITH A ZOONYM COMPONENT

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Introduction. Currently, linguists are showing an increased interest in the problem of the national and cultural specifics of linguistic units. One of the directions of paremiology – the comparative study of proverbs, carries rich linguoculturological information about the people. In paremiological units, the vast historical experience of the people, national features of the worldview, worldview are captured. The relevance of this study is explained by the insufficient number of works on this issue in a comparative aspect.

Aim. The purpose of this study is to identify common and specific features among Russian and Arab paremias with a zoonym component.

Materials and methods. The research material was Russian and Arabic proverbs with a zoonym component. Research methods are description, comparison, analysis.

Results and discussion. The groups of paremias were identified and their differences and similarities in the compared languages were identified, due to the universal nature of the indirectly derived nomination, the implementation of identical cognitive models of semantic transfer based on the action of universal cultural codes. A brief analysis of the most common zoonyms that make up the paremias was carried out and a comparison was made.

In the course of the projection of ethno-linguistic consciousness onto the semantic space of the language and the language of the paremias, in particular, the method of nominating objects / phenomena of reality, specific for each nation, is reflected. The action of the anthropocentric factor