

## STUDY OF CONFLICT SITUATIONS IN PHARMACY ORGANIZATIONS

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The pharmacy is a rather wide field of conflict, which underlines the importance of the requirement to harmoniously connect the humanistic foundations of interpersonal communication in the pharmacy with its social and economic objectives, with the laws of market relations, the ability to translate them into a plane of impeccable communication, which provides painless for both parties to resolve conflict situations. However, in the scientific literature there is not enough work on conflict management in the pharmaceutical branch, in particular in pharmacies.

The purpose of the work is study of conflict situations in pharmacy organizations.

To investigate the causes of conflict situations, a survey of 49 pharmacy workers was conducted. It was established that only 30% of pharmacists are satisfied with communication with pharmacy visitors, 50% of pharmacists are not always satisfied with communication with pharmacy visitors. And 20% of pharmacists are not at all satisfied with communication with consumers of pharmacies due to conflicts and clashes.

The frequency of conflicts in pharmacy organizations was analyzed. It was found that 49% of respondents do not encounter conflict situations. However, 40% of pharmacy workers believe that such conflict situations occur "sometimes", and 11% of pharmacists often encounter conflicts at work with pharmacy buyers. Next, we analyzed the participants in the conflict, i.e. between whom there are conflicts in pharmacies. It was found that the largest number of conflict situations arise between the pharmacist and the visitor (52%), 29% — between colleagues and 19% of conflicts arise between the pharmacist and the pharmacy management. The level of pharmacists' satisfaction with their work (as a percentage) on a linear scale is analyzed. Most of the respondents answered that they were 60% satisfied with their work. Factors that affect the level of job satisfaction of pharmacists were analyzed. According to the results of the assessments, the pharmacists gave the lowest number of points to: conflict situations and shift work, 1.2 and 1.5 points, respectively. The maximum number of points was obtained by the following statements: "level of work organization", "relations with colleagues", "sanitary and hygienic working conditions", "compliance of work with personal abilities". Thus, most pharmaceutical workers are satisfied with their working conditions.

The influence of motivational factors on the performance of professional duties was assessed. According to the results of the analysis, the maximum number of points was given to the indicators "material incentives", "favorable working conditions", "favorable situation in the team", "no fear of dismissal", "measures of administrative influence". They are the most motivating factors. The least important factors for pharmacists are: "element of competition at work", "possible career growth". Moral motivation was also not included in the most important motivating factors at work, receiving only 2 points from the majority of respondents. The reasons of occurrence of conflict situations in drugstores between the pharmacist and visitors were established. In particular, most of the conflicts that arise in the pharmacy organization are related to the lack of drugs needed by buyers, as well as the requirement to release prescription drugs without a prescription. According to the respondents, most conflicts related to the lack of drugs are resolved when buyers are asked to order the missing drug and buy it in the coming days. It is a bit more difficult to calm down an angry visitor to a pharmacy who demands a prescription drug. In most cases, it is necessary to involve the head of the pharmacy to resolve the conflict, who refers to the availability of regulations and provides them if necessary. There are also several cases of customer complaints about the return of purchased drugs. It was found that 55% of pharmacists among the proposed causes of conflict noted psychological incompatibility in the system "buyer-seller", 25% refer to shortcomings in the organization and working conditions. Thus, conflict situations in pharmacy organizations were studied.