

СЕКЦІЯ 3 ПЕРСПЕКТИВИ ПОДАЛЬШОЇ ІНТЕГРАЦІЇ МЕНЕДЖМЕНТУ, МАРКЕТИНГУ ТА ЛОГІСТИКИ

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Analysis of criteria for effective management of pharmacy organizations

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Introduction. Most often, the professional level of the manager is directly related to work experience: no matter how well the pharmacist knows the theory, the main skills are acquired in the process of work. In order to manage a pharmacy at the proper level, it is necessary to have at least 2-3 years of work experience.

The purpose of the study is to analyse criteria for effective management of pharmacy organizations.

The methods of expert estimations, statistical were used in the study.

The results obtained. In order to evaluate the organization of the work of pharmacy managers, we conducted a survey of the managers of pharmacy enterprises. It was found that the actual scope of duties performed by the heads of structural subdivisions of pharmacy chains does not correspond to that in the job instructions. Pharmacy managers focus mainly on the performance of organizational and control functions and pay much less attention to personnel management and work with counterparties of the pharmacy organization, considering these functions to be the prerogative of employees of the central apparatus of the pharmacy network. Conducting the timekeeping made it possible to reveal the irrationality of the manager's use of his working time and the almost complete lack of planning of his own activities. The main occupation of pharmacy managers turned out to be computer work, which mainly includes forming applications for drugs and other pharmaceutical products, processing incoming goods, and working with documents. Managers also spend a lot of time serving visitors, disassembling and placing goods, communicating with staff and taking regular breaks.

Conclusions. Analysis of criteria for effective management of pharmacy organizations was conducted.