

that for 37% of pharmacy managers, competitive advantage is a set of factors that determine an advantage over competitors, measured by economic indicators. A quarter of respondents (27%) mean by this concept a set of characteristics, properties of a service or a brand that creates a certain advantage for the company. It was found that 19% of respondents took the definition where competitive advantages are considered as any exclusive, unique value that gives an advantage over competitors or an advantage of the organization in any field of activity. It was found that 17% of respondents associate the considered category with distinctive features of the pharmacy in the eyes of consumers. Thus, evaluation of competitive advantages of pharmaceutical organizations was conducted.

### **Evaluation of growth points on the sites of pharmacy chains**

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Today, the consumer should become the main priority and the most important link in the activities of the subjects of the pharmaceutical goods market at all levels. Only with his direct participation is it possible to consider the quality of pharmaceutical care not only as a set of objective characteristics, but also as a set of subjective assessments. Studying the factors that shape consumer behavior in the drug market, which influence the choice and use of pharmaceutical products, which are the basis of the actions of a person who has applied to a pharmacy, will allow to study the possibilities of a targeted influence on the application and raise the quality of providing pharmaceutical assistance to the population to a new level.

The purpose of the work is evaluation of growth points on the sites of pharmacy chains.

For analysis, we selected 6 popular pharmacy sites and the most common scenarios of user behavior on similar sites. For new users, we evaluated the sites according to such general criteria as: the possibility to purchase this product;

understanding the advantages of ordering in this particular pharmacy network; understanding delivery and payment methods. In addition, they were evaluated according to specific criteria related to the behavior scenario. After going through all the scenarios in 6 pharmacy chains, we determined the most frequent errors on the sites.

The most critical errors, in which the interface does not answer the important questions of users, and on which the purchase decision depends, are analyzed. Problems and points of growth on the sites of sites of pharmacies were analyzed.

General recommendations for pharmacies are provided: show concern for users; bring the most popular products to the main page; give comprehensive information about delivery options; offer online consultation and home delivery. Thus, evaluation of growth points on the sites of pharmacy chains was conducted.

## **Innovative aspects of global pharmaceutical and biotechnological companies**

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In the conditions of modern trends in the development of the world economy, including the global economic recession, in 2020-2021 there was an investments increase in scientific research and development, as well as the number of submitted applications for intellectual property. Research and development spending increased by more than 11% in 2020 and by nearly 10% in 2021, primarily driven by four industries, including pharmaceuticals and biotechnology. It was established that the total investments in healthcare technologies in 2020 amounted to 51 billion USD and increased by 47%.

If we compare the pace of innovation development in pharmaceuticals and biotechnology on the example of EU countries and the USA, EU companies' pharmaceutical scientific research has a slightly higher pace than that of American companies, but their overall level remains much lower. In biotechnology, the growth