

STUDY OF PSYCHOSOCIAL ELEMENTS INFLUENCING THE JOB PERFORMANCE OF PHARMACISTS

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Introduction. In the rapidly evolving pharmaceutical industry, the performance of pharmacists plays a critical role in ensuring the delivery of quality healthcare services. Understanding the factors that influence job performance is essential for optimizing both individual and organizational outcomes. This study aims to explore the psychosocial elements that impact pharmacists' job performance, emphasizing the significance of motivation, job satisfaction, and workplace relationships. By examining these factors, we can gain valuable insights into how to enhance pharmacists' performance, which is vital for improving patient care and organizational effectiveness.

The aim of the study is to analyze psychosocial elements influencing the job performance of pharmacists.

Methods of research. The following research methods were used in the work: content analysis, survey, system, graphic.

Main results. Psychosocial factors significantly influence the work of pharmacists, encompassing social, psychological, and organizational elements that impact their professional lives. We examined some of these factors in more detail. Pharmacists often operate in high-pressure environments that require them to process vast amounts of information quickly and accurately. This pressure can lead to stress and burnout, particularly when working conditions do not effectively mitigate stress.

Support from colleagues and management plays a crucial role in enhancing the work environment. Effective communication channels and opportunities for social interaction can help alleviate stress and boost job satisfaction. A sense of professional fulfillment and opportunities for career advancement are vital for pharmacists. Acknowledgment of their accomplishments and chances for professional development contribute to a positive work attitude. Failing to maintain a healthy work-life balance can adversely affect pharmacists' overall well-being. Flexible schedules and leisure opportunities can help sustain this balance.

A workplace culture that promotes openness, collaboration, and innovation positively influences motivation and job satisfaction. In contrast, a toxic work environment can lead to conflict and dissatisfaction.

Effective communication with patients is essential for ensuring patient satisfaction and fostering trust in pharmacists. Strong interpersonal skills, empathy, and active listening are key to building positive relationships.

The physical work environment, including working conditions, workplace comfort, and access to necessary resources, also impacts pharmacists' performance. Safe and comfortable working conditions enhance productivity and job satisfaction.

Conclusions. In conclusion, the study highlights the significant role of psychosocial factors in influencing the job performance of pharmacists within the rapidly evolving pharmaceutical industry. The findings underscore that both individual and organizational outcomes are deeply affected by elements such as motivation, job satisfaction, and workplace relationships.