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ФАРМАЦЕВТИЧНІ ТЕХНОЛОГІЇ, СТАНДАРТИЗАЦІЯ ТА ЗАБЕЗПЕЧЕННЯ ЯКОСТІ ЛІКАРСЬКИХ ЗАСОБІВ

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INFORMATION SUPPORT FOR MAKING MANAGERIAL DECISIONS OF THE PHARMACEUTICAL ORGANIZATION

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Introduction. Effective managerial decision-making in pharmaceutical organizations relies heavily on robust information support systems.

These systems provide critical data on market trends, regulatory compliance, supply chain dynamics, and operational performance, enabling managers to make informed strategic and tactical decisions.

In the highly regulated and competitive pharmaceutical industry, access to accurate, timely, and relevant information is essential for optimizing resource allocation, ensuring compliance, and maintaining a competitive edge.

This work evaluates the role of information support systems in facilitating managerial decision-making within a pharmaceutical organization.

The aim

is to assess the current state of information support systems in a pharmaceutical organization, evaluate their effectiveness in supporting managerial decision-making, and propose strategies to enhance data-driven decision processes.

Materials and methods

The methods of questionnaire, analysis, comparison were used in the study.

Results and discussion

The results indicate that the pharmaceutical organization has a functional information support framework, with ERP and CRM systems facilitating most managerial decisions.

However, the presence of data silos due to unintegrated legacy systems hinders seamless data flow, particularly in finance-related decisions. The lack of real-time data for supply chain management is a critical gap, as timely information is essential for addressing disruptions in the pharmaceutical supply chain.

Additionally, errors in reports due to manual data entry suggest a need for automation and improved data validation processes.

To enhance information support, the organization should prioritize full system integration to eliminate data silos, invest in real-time analytics tools, and implement automated data entry systems to reduce errors.

Furthermore, comprehensive training programs for employees and managers could improve system utilization and user confidence. Benchmarking against industry leaders shows that adopting advanced technologies like artificial intelligence for predictive analytics could further strengthen decision-making capabilities.

Conclusions

By integrating systems, adopting automation, and enhancing training, the organization can improve the accuracy, speed, and effectiveness of its managerial decisions.