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ФАРМАЦЕВТИЧНІ ТЕХНОЛОГІЇ, СТАНДАРТИЗАЦІЯ ТА ЗАБЕЗПЕЧЕННЯ ЯКОСТІ ЛІКАРСЬКИХ ЗАСОБІВ

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STUDY OF THE INFLUENCE OF LEADERSHIP ON THE EFFICIENCY OF PHARMACY NETWORKS

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Introduction. Modern pharmacy networks operate in a complex environment characterized by regulatory challenges, technological advancements, changing customer expectations, and workforce management issues. In such conditions, traditional models of administration and control are no longer sufficient. Strategic leadership, capable of aligning organizational goals with employee potential and market needs, becomes a key success factor. The effectiveness of a pharmacy network depends not only on the availability of high-quality pharmaceutical products or modern infrastructure but also on how efficiently its teams are led and inspired toward achieving common goals. Moreover, the pharmaceutical sector is highly regulated and subject to constant updates in terms of quality standards, legal frameworks, and digital integration. Leaders in pharmacy chains must not only comply with these regulations but also proactively lead changes, ensure staff training, implement quality assurance practices, and foster a culture of continuous improvement. In this context, leadership is directly linked with the organization's capacity to meet high operational standards, manage risks, and ensure patient safety.

The aim is to study of the influence of leadership on the efficiency of pharmacy networks.

Methods. The methods of questionnaire, analysis, comparison were used.

Results and discussion. To analyze the influence of leadership on the efficiency of pharmacy networks a survey was conducted among 72 pharmacy networks employees. It was set that respondents identified a range of leadership qualities as important for enhancing pharmacy efficiency, reflecting a balanced appreciation for both interpersonal and strategic skills. Among the listed qualities, empathy and emotional intelligence received the highest recognition at 17%, this was closely followed by decision-making ability at 16% and organizational skills at 15%, highlighting the importance of practical leadership capabilities. It was found that the frequency of team meetings in pharmacies varies considerably among respondents. According to the data, the most common frequency is weekly meetings, reported by 34% of participants. Monthly meetings follow closely, with 30% indicating that their pharmacy teams convene once a month. Biweekly meetings are held in 19% of the pharmacies surveyed. It was found that 17% of respondents reported being very involved in decision-making. The largest part, 40%, stated they are rarely involved.

Conclusions. Recommendations to enhance leadership effectiveness in pharmacy chains were developed. Application of modern digital tools for leadership efficiency is studied. The essence of the concept of leadership and its importance in the pharmaceutical sector were described. The approaches to leadership and organizational efficiency were analyzed.