

## RESEARCH OF THE CURRENT STATE OF SOCIAL RESPONSIBILITY IN PHARMACEUTICAL BRANCH

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The phenomenon of social responsibility (SR) is widespread in many countries of the world, especially in the economically developed ones. Studying of a current state of SR of the domestic and foreign pharmaceutical companies which are presented in the market of Ukraine became **the aim** of our research.

**Materials and methods of the research.** We investigated the data of the Center "Development of Corporate Social Responsibility" about the assessment of pharmaceutical companies' websites taking into account the level of disclosure of information about CSR, and also the data of scientific and popular scientific references concerning activity which it was possible to call socially responsible. When carrying out the research we used statistical, logical, comparative and marketing methods of the analysis.

**Results of the research.** A concept of SR in Ukraine and abroad are treated differently: representatives of foreign companies that have positioned their activities as socially responsible, adhere to the norms of civil society, show care of material welfare of their employees, effectively dispose of resources, stimulate and support innovations. Representatives of the Ukrainian companies, even the most developed in this direction perceive their role more narrowly and limiting it to the payment of taxes, implementation of the obligations established by laws before employees and before the state, and also charity.

The center "Development of CSR" in 2012 carried out an assessment of websites of 20 greatest Ukraine's pharmaceutical companies about the level of information's disclosure of CSR on the methodology of the Index of the transparency developed by the Beyond Business Company (Israel). On the basis of the results of the sites' assessment, it is possible to note that the level of publicizing of activity in the main spheres of SR is quite low, and some spheres generally remained unsolved. Also, information on the management and financial activity of the companies is quite closed.

Commenting on the results of the Index of transparency and the accountability it was noted that only 6 companies from 20 ("The Arterium Corporation", "Actavis Ukraine", "Bayer Ukraine", "GlaxoSmithKline Ukraine", "Darnitsa", Pharmaceutical firm "Nycomed Ukraine ") have the separate section devoted to CSR on the web-site.

The companies "Novartis Ukraine", "KRKA Ukraine", Pharmaceutical firm "Interchem" and "OmegaPharma Ukraine" have no personal web-sites of their own at all. Lighting its policy takes only 3 companies that represent the policy work with staff: "Actavis Ukraine", "The Arterium Corporation" and "Nycomed Ukraine". On

activities to promote and support territorial communities only 5 companies and they are: "The Arterium Corporation", Pharmaceutical firm "Darnitsa", "Nycomed Ukraine", "Sanofi Ukraine", "GlaxoSmithKline Ukraine" work in this direction. Measures for environmental protection describe only two companies: "Bayer Ukraine" and "The Arterium Corporation". It should also be noted that non-financial report provided only "The Arterium Corporation".

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Regarding the activities of development and support of territorial communities, we've got only 5 companies: "The Arterium Corporation", Pharmaceutical firm "Darnitsa", "Nycomed Ukraine", "Sanofi Ukraine", "GlaxoSmithKline Ukraine" work in this direction. Measures for environmental protection is described by only two companies: "Bayer Ukraine" and "The Arterium Corporation". It should also be noted that non-financial report is provided by single corporation – "The Arterium Corporation".

Based on the assessment of Web-sites, the leader of the transparency index among pharmaceutical companies became "The Arterium Corporation" with the level of disclosure 45%. Among the top three the Pharmaceutical companies "Darnitsa" and "Nycomed Ukraine" (both have a level of disclosure of about 13.5%).

It should be noted that two years in a row (2013, 2014) the "Abbott Company" was the leader of this branch according to the Dow Jones Sustainability Index (DJSI) – one of the most authoritative ratings in the sphere of CSR and continuous development, taking the top position in the sector "equipment and services in the field of health care". The total number of points scored by the company (83) was significantly higher than the average score on branch (41). It is noteworthy that "Abbott Company" does not have its own web-site in Ukraine and was not analyzed by the Centre "Development of CSR", which indicates the absence of stimulating factors to the coverage of the SR of the company at the state level.

**Conclusions.** By the results of the research it is possible to draw a conclusion that in Ukraine the unsatisfactory level of SR of the pharmaceutical companies, both domestic, and foreign has revealed that in our opinion, it's inadmissible, especially considering a social orientation of pharmaceutical branch.

Considering that the companies of known international brands with the developed KSR-strategy ("Abbott Company", "Novartis Ukraine", "OmegaPharma Ukraine") have no web-sites in Ukraine, it is possible to claim that introduction of SR in pharmaceutical branch of health care in Ukraine happens quite slow.

One of the most important arguments in the favor of need to implement SR in the practice of pharmaceutical companies is that SR is a factor in improving the competitiveness of enterprises and at the same time an effective strategy for the growth of welfare and achieve sustainable development.