



**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
MINISTRY OF EDUCATION AND SCIENCE OF
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**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
«ЛЬВІВСЬКА ПОЛІТЕХНІКА»
LVIV POLYTECHNIC
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**ЗБІРНИК НАУКОВИХ
ПРАЦЬ**

**Міжнародна
студентська науково-практична конференція
«НАЛЕЖНІ РІШЕННЯ ДЛЯ ПРОГАЛИН У
ФАРМАЦІЇ:
ВІДПОВІДНО ДО ЄВРОПЕЙСЬКИХ ПРІОРИТЕТІВ»**

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**23-24 листопада
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**ЛЬВІВ – 2023
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**Department of Technology
of Biologically
Active Substances, Pharmacy
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**Department of Marketing
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**Co-funded by the
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Львів
Видавництво Львівської політехніки
2023

ORGANIZATION OF THE MANAGEMENT OF A PHARMACY ORGANIZATION BASED ON A CROSS-FUNCTIONAL APPROACH

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Introduction. Realization of the goals of the concept of health care development, invested in the guaranteed supply of the population with medicines and the formation of a healthy life, is possible only on the condition of further increasing the social orientation of all subjects of the pharmaceutical market. The main priority of the activity of the pharmacy organization should be socially responsible behavior, without which today it is impossible to ensure economic interests. Such behavior in the conditions of a crisis, a highly competitive environment, and the need to maintain profitability can only be ensured by maximum consumer loyalty based on the definition of values that can be offered to consumers.

The aim of the study. The goal of our research was the scientific substantiation of the concept of a comprehensive study of consumer loyalty in the pharmaceutical market for the development of a strategy for managing the relationship of a pharmacy organization with consumers based on a cross-functional approach.

Research methods. Research objects: existing and potential consumers of pharmaceutical care services, pharmaceutical workers, pharmacy organizations. The initial information included: experimental data of sociological research of consumers (655 questionnaires), pharmacy organizations (250 questionnaires), managers of pharmacy organizations (50 questionnaires), as well as materials on price monitoring (150 observation cards) and analysis of online pharmacies (108 observation cards). The work uses systemic, cross-functional approaches, methods of historical and logical analysis, sociological (interviewing, questionnaires, observation) and economic and statistical (graphic, structural analysis, grouping, classification, analysis of connectivity tables, relational, etc.) methods. Mathematical processing of the information array was carried out using modern computer technologies [1].

Main results. The systematic analysis of the conceptual apparatus, approaches to study and existing classifications made it possible to define consumer loyalty as a complex multidimensional value, which includes six main components: (1) emotional; (2) behavioral, (3) rational, (4) satisfaction, (5) willingness to use the service again, (6) likelihood of switching to competitors. This definition of loyalty was used in our study as a baseline.

Based on the theoretical generalization of research by other authors in the field of consumer loyalty, based on a cross-functional approach, we have proposed a conceptual scheme for the formation of a pharmacy-consumer relationship management strategy.

At the stage of developing a client strategy, the purpose of which was to determine the target consumer segments, a sociological survey of existing and potential consumers of pharmaceutical care was conducted (481 questionnaires of visitors to pharmacy

organizations in Kyiv), during which the types of consumer loyalty in the retail chain of the pharmaceutical market, factors of location selection were revealed purchases of pharmacy products. The conducted structural analysis of consumers made it possible to determine the influence of their characteristics (socio-demographic, economic, etc.) on the type of loyalty manifested and the significance of the factors.

The second stage – the stage of value creation – was aimed at studying the process of creating values for consumers and pharmacy organizations. The basis of creating value for consumers was the analysis of the specifics of requests – the identification of determinants of loyalty, taking into account the method of declared importance [2].

Based on the concept of gaps as a service, a comparative analysis of the determinants of consumer loyalty was carried out with the most common methods of attracting and retaining consumers (loyalty programs) in the pharmaceutical market, for this their significance was compared with the expected significance during the survey of managers of pharmacy organizations.

At the stage of the process of choosing an interaction channel, an analysis of the options of these channels, i.e. means of interaction of pharmacy organizations with consumers, was carried out with the help of a survey of employees of pharmacy organizations in Kyiv (250 questionnaires and observation maps). According to the research results, the channel options were grouped according to the novelty of use and the frequency of their combination and integration in the retail chain of the pharmaceutical market was analyzed.

To evaluate the effectiveness of the developed client strategy at the next stage, a model was developed, which is based on a balanced system of indicators.

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