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Study Of The Personal Social Responsibility Constituents Of Pharmacy Specialists.

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ABSTRACT

The purpose was to study the opinion of the representatives of practical pharmacy on understanding the essence and completeness of the concept definition of "personal social responsibility" (PSR), and the qualities of the character that should be inherent to the responsible pharmacist at the present stage of the pharmaceutical industry development. The materials of the study were results of a sociological survey of pharmacy specialists in 8 regions of Ukraine. On the basis of the questionnaire, 62.2% of specialists understood the PSR as being ready to be responsible for their actions. A total of 30% of respondents have a developed understanding of the concept of "PSR specialist pharmacy", which includes both awareness, readiness, self-control and active social activities, as well as high-quality professional activities, anticipation of its consequences, self-esteem and fear of causing harm to a person. Among the group of qualities that characterize a person's attitude to business, to a chosen profession, leading positions belong to "professionalism", "responsibility for actions and decisions", "devotion to profession". Experts considered that less important qualities are «persistence», «devotion to the company in which the specialist works» and «initiative». Among the qualities that characterize a person's relationship with other people, to the team, the main positions are "patience", "self-control behavior" and "communicability." The lowest rank showed "compassion" and "sensitivity".

Keywords: social responsibility, pharmaceutical specialist, qualities of character.

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INTRODUCTION

Today, the phenomenon of social responsibility (SR), which is generally accepted for economically developed countries, is also gaining momentum in the Ukrainian economy. There is no exception in this matter and for the pharmaceutical industry. As the research of the functioning of the well-known pharmaceutical companies in the world has shown, many of them today are aware of their own role in ensuring the well-being of people and society. Companies seek to transform into high-tech, environmental, socially responsible institutions, to provide the population with high-quality, safe, affordable medicines and pharmaceutical services [1]. However, foreign pharmaceutical companies significantly outperform Ukrainians in implementing the SR concept. By investing in social capital and the environmental sphere, foreign companies are expanding their activities globally.

In contrast, the majority of Ukrainian pharmaceutical companies in their own management use a one-way approach, focusing on the economic issue of business processes and do not pay enough attention to the development of socially responsible activities. To achieve a high competitive status, they need to form, evaluate and develop their own SR through the introduction of modern science achievements [2].

The various aspects of SR business were given by world-renowned scholars Bowen H. R. [3], Davis K. [4], Carroll A. B. [5]. In Ukraine, Kolot A.M, Melnyk S.V, Yuzyk L.O studied the problems of corporate SR. In the pharmacy SR is devoted to the works of Kotvitskaya A. A [6], O.V. Posilkina [7] and other scientists [8]. However, despite the significant scientific contribution of these scholars, the search for new effective mechanisms for increasing the competitiveness of pharmaceutical organizations, strengthening its responsibility for its activities, and the role of personal self-pharmacists in the socially responsible behavior of the pharmaceutical organization remains the issues that are still under development. In the scientific literature there is a lack of agreed wording of the categories of "personal SR", "socially responsible behavior" and other concepts that are associated with them. The revision requires an existing experience in forming responsible behavior of pharmacy specialists (PhS) taking into account the specifics of the industry.

An analysis of scientific sources has shown that the understanding of SR scientists (at the intersection of theoretical and methodological, methodological and practical aspects within different social sciences) varies significantly and confusion takes place. Since SR of entrepreneurship is a voluntary contribution of entrepreneurs to the development of society, ethical issues, personal motives and other components of the formation of socially responsible behavior of pharmacy subjects which require detailed study taking into account the levels of its formation: personal - collective - social.

The purpose of this work was to study the opinion of the representatives of practical pharmacy in understanding the nature and completeness of the definition of "personal social responsibility" (PSR), as well as the qualities of the character that should be inherent in the responsible pharmacist at the present stage of development of the pharmaceutical industry.

MATERIALS AND METHODS OF RESEARCH

As materials, the results of fundamental and applied researches of domestic and foreign experts on the given question are used. Previously, the existing scientific material has been generalized, the conceptual apparatus has been refined and refined with a certain theme, the existing theoretical experience has been refined.

In addition, the research materials were the results of a sociological survey of the PS in several regions of Ukraine: Dnipro, Zaporizhzhia, Kropyvnytskyi, Kyiv, Mykolaiv, Odessa, Kherson, Cherkassy. The toolkit for the study was the questionnaire.

373 PhS which work in the retail sector of the pharmaceutical industry of Ukraine participated in the survey. Among the respondents, 1 group of experts consisted of those who worked as pharmacists at a pharmacy and received higher education (students of the pharmaceutical faculty of the Zaporizhzhia State Medical University studying by the in absentia (distance) form of the specialties "Pharmacy" and "Technologies of perfumery and cosmetic means." Experts of the 2 group were individuals who already had higher pharmaceutical education. The full social profile of respondents is presented in Figure 1.

From the data of Fig. 1 it is seen that among the respondents of both groups women prevailed. According to the age indicator in group 1, the majority of respondents were in the age range up to 25 years. Among the 2 groups, individuals aged 31 to 35 were dominant.

Studying the previous educational level of the group 1 respondents, it was established that the overwhelming majority are students with a professional education level of "pharmacist assistant" of 74.6%. Only complete general secondary education - 18.4%; students who already had another higher education - 4.9%. The smallest proportion of respondents was after the medical college - 2.1% of students.

To achieve this goal, the following set of research methods was used:

Methods of analysis and synthesis - in the analysis, the components of the socially responsible behavior of the PhS were identified mechanisms for increasing their responsibility. Synthesis allowed the integration of the theory of SR into an existing pharmaceutical system;

Method of comparison - this method is used to compare the diversity of methodological approaches to the study of responsibility in the context of various scientific areas;

A logical method of cognition made it possible to examine in a logical sequence the process of forming SR PhS to build a questionnaire for the experts.

The statistical methods used to process the results of a sociological survey. During statistical analysis the obtained results have been calculated: mean value (a_i), the sum of the scores (Σ), coefficient of variation (Σ), the average deviation (σ), the variance for the sample (σ^2). The calculations were carried out using standard procedures of Excel.

Education/age	up to 25 years old	26-30	31-35	36-40	41-45	46-50	51-55	> 55	in general
Junior Specialist	136	34	6	9	-	-	-	-	185
Higher pharmaceutical education (HPE)	10	36	45	20	26	22	15	14	188
In general	146	70	51	29	26	22	15	14	373

male	man	woman
1 group	8	177
2 group	17	171
in general	25	348

position	the manager	pharmacist	pharmacist assistant
1 group	-	-	185
2 group	95	93	-
in general	95	93	185

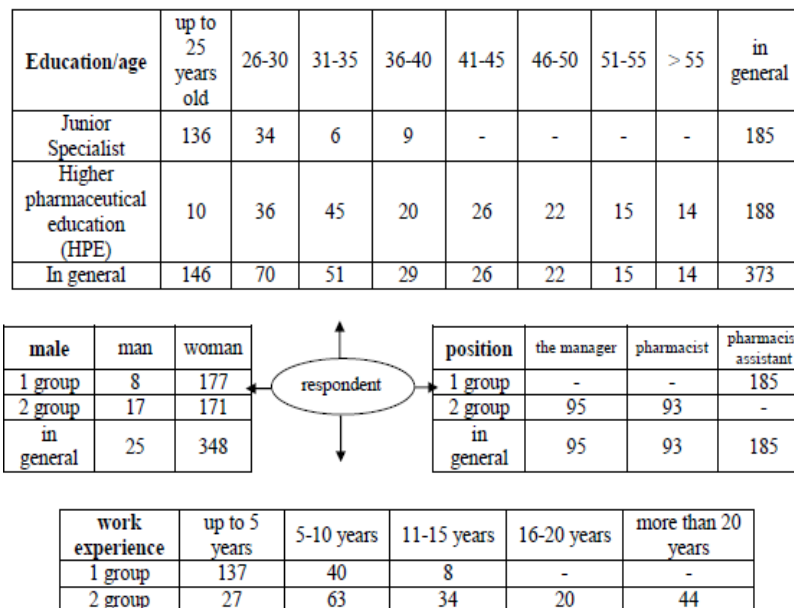| work experience	up to 5 years	5-10 years	11-15 years	16-20 years	more than 20 years
1 group	137	40	8	-	-
2 group	27	63	34	20	44

Fig. 1. Social profile of respondents

RESULTS AND DISCUSSION

The problem SR of personality trait complexity is complex in its complex nature, since it is connected with the study of the nature of the person himself (man), his spiritual and moral values, and the forms of their manifestation. In the phrase "social responsibility", its first component means that this category refers to the society, the attitude and relationship of the person with him, that is, the nature and dimension of the SR are social in nature. The interpretation of the second component is ambiguous.

The new explanatory dictionary of the Ukrainian language gives the following definition: "Responsibility - assigned to someone or taken on the responsibility to answer for a particular area of work, a case, for someone's actions, deeds, words. To bring to justice - considering someone guilty, to demand a report for his actions (before the court, authorities, etc.) "[9]. In the dictionary S.I.Ozhegov: "Responsibility is the necessity, responsibility to be responsible for their actions, actions, to be responsible for them" [10].

However, the concept of "responsibility" is not limited to a certain "debt" of a person and the concept has a somewhat wider understanding, namely, in the context of "social responsibility" - the ability and ability to answer for what is relevant to people's lives and their relationships in society. SR personality should be considered as a consequence of social activity, which is related to the satisfaction of the needs of the subject, his interests, priorities, internal guidelines. It is formed, manifested and evolved only in the process of human activity. In this process people act as both subject and object of responsibility, since SR is a condition of interaction between the individual and the society of society [11]. At the same time, the SR of the individual involves the mandatory presence of the object of socially responsible behavior, that is, for what the subject of the activity is responsible, which is entrusted to him or taken by him as a commitment, the norm of activity [12].

Depending on the diversity of the needs of man and society, there are certain activities (professions), each of which, as a rule, includes elements of external and internal, practical and theoretical activities. An important aspect of this socialization is SR - a mandatory element of the process of assimilating the individual's system of professional knowledge, norms and values that enable him to function in society, be included in social relations and meet the needs of the social sphere.

One of the subjects of the social sphere is the pharmaceutical organizations that form the complex socio-economic system and the specific (pharmaceutical) sector of the healthcare sector and fulfill the most important social function of the state - preservation and improvement of the health of the population as a result of implementation of highly qualified pharmaceutical practice for proper SR level. Within the framework of social function, pharmaceutical organizations are engaged in the production of social goods (medicines), the creation and provision of workplaces, the payment of taxes (filling state and local budgets), the formation and development of human capital, scientific and innovative activities, charity and sponsorship, environmental protection. In other words, the pharmaceutical organization constantly affects the formation of socially responsible behavior as separate members of society, all public institutions, and employees of the pharmaceutical organization itself. These circumstances dictate the presence of the highest level of socially responsible behavior of modern PhS.

A new understanding of higher pharmaceutical education in the context of a competent approach involves the integration of the formation of a competent specialist with the formation of him as a socially responsible personality, reflected in the new requirements for graduates of pharmaceutical universities.

The professionalism of a future pharmacist depends on his personality characteristics: honesty, activity, honesty, therefore, an individual approach to each person is required. Formation of the personality of the future PhS takes place in a certain social environment (students, institutions of higher education, pharmaceutical organizations), which creates conditions for self-improvement in the direction of the chosen profession.

Development of responsibility as a personal quality is due to self-control, resulting in a person transforming from a simple executor of external norms and orders to an active and creative subject of activity. Under such conditions a specialist deliberately chooses a direction of personally meaningful and at the same time socially responsible behavior. External norms regulating his behavior, pass into internal regulators, when the very person defines the rules of conduct, the scale of their actions and is responsible for their results. Based on knowledge of social norms and rules of conduct, a positive emotional attitude towards them is the formation of the operational side of responsibility - the ability to act responsibly and effectively [13].

Mandatory components of the SR PhS are moral, psychological, legal, professional, political, civil, ecological components. That is, as an integral social system, the PhS has its internal structure (internal determinants acting as the regulator of behavior, directing it into those regulatory frameworks that are proposed by society). SR PhS begins to be formed from the moment of choice of the profession (the stage of

formation of the platform). The basis is the stage of training in a professional institution - the acquisition of specific professional skills and qualities. Continues to improve as a skill acquired during a professional life.

In order to clarify what the respondents are investing in the concept of "PSR" and the completeness of its content, we proposed 9 characteristics of personal socially responsible behavior of the PhS with the possibility to formulate other characteristics at the discretion of the questioned.

The detailed information on the responses of respondents of two groups for each component of the PSRs of the PhS is given in the table. 1.

For the convenience of processing the results, respondents' answers were conditionally divided into five groups. Group A was determined by indicators of selection of questionnaire characteristics from 100% to 80%; Group B - from 79% to 60%; Group C - from 59% to 40%; Group D - from 39% to 20% and group E - below 20%.

Table 1: Analysis of the results of the questionnaires by groups of respondents in relation to PSR PhS

№	Constituents of PSR	Group 1, %	Group 2, %
1	awareness of the need to act in accordance with public requirements and norms	45,9	59,6
2	awareness of their social value and role in the activities of the pharmaceutical organization	42,2	56,4
3	prediction of consequences for your choice, decision, action	55,7	48,4
4	criticality and constant control over their actions, taking into account their consequences for people	41,1	42,6
5	desire for self-realization	43,2	46,8
6	self-confidence and self-slander	33,5	31,4
7	readiness to be responsible for their actions	60	64,4
8	readiness and desire to choose and make decisions	40,5	42
9	an understanding of the value and uniqueness of the profession and, as a result, a socially responsible activity	26,5	41
10	fear to be prescribed for violation of the rules and regulations	0	10,1
11	fear cause harm to humans	0	35,6
12	hard work	0	46,3
13	maximum professionalism in all respects	0	0,5

The analysis of responses showed that Group A did not include any of the components of PSRs, that is, the majority of respondents in both subgroups do not have a unanimous opinion about the concept and manifestation of the PSR PhS.

In group B, the respondents of both subgroups refer only to one characteristic. According to the opinion, 64.4% (group 1) and 60% (2 groups) of surveyed PSRs are, first of all, willingness to be responsible for their actions.

Group C has become the largest full-fledged PSR characteristics, but has discrepancies in the responses between the two groups of respondents.
So, according to the results of the survey, 1 group of respondents in Group C included 6 characteristics. This indicates that half of respondents understands the PSRs as: predicting the consequences of their choice, decisions, actions; awareness of the need to act in accordance with public requirements and norms; desire for self-realization; awareness of their social value and their role in the activities of the pharmaceutical organization; criticality and constant control over their actions, taking into account their consequences for people; readiness and desire to choose and make decisions.

The respondents of group 2 were allowed to form in the group 8 components of the PSR and the circuit of formation of this concept is different from the 1 group answers. So for half of the PhS who have some

professional experience and improve it periodically, PSR is: awareness of the need to act in accordance with social requirements and standards; awareness of their social values and role in the activities of pharmaceutical organization; foresight of the consequences for their choices, decisions, actions; desire for self-realization; ethic work; critical and permanent control over their actions, taking into account their consequences for people; willingness and desire to choose and make decisions; an understanding of the value and uniqueness of the profession and, as a result, a socially responsible activity.

Group D was defined by variants of answers of the respondents, who understand PSR more fully and is about 30% in both groups. Despite the same amount (additional 2 characteristics) in groups, there was a difference in the choice between the groups. For group 1 it is self-esteem and self-realization and understanding of the value and uniqueness of the profession, and as a result, socially responsible activity. For group 2 – fear to cause harm to a person's self-confidence and self-slander.

Group E included answer variants with an indicator below 20%. Such components as fear of being punished for violations of rules and regulations; the maximum professionalism in all respects was indicated by respondents from only 2 groups. Overall rating of selected components of the PSR of both groups respondents are given in table 2.

In the course of questioning PhSs were asked to indicate "what character qualities should be inherent in the responsible expert of pharmacy" and to rate the level of importance on a five point scale: "5" - very important "4" important, "3" partially important "2" rather important "1" - not important.

For the analysis of responses, the classification of the manifestation of the character qualities by B.M. Teplov, a psychologist, founder of the school of differential psychology, was chosen [14]. However, comparing the qualities proposed in the questionnaire, by Teplov classification, it was decided to evaluate: 1 - qualities that characterize the relation of man to business, the chosen profession and 2 - quality, characterizing the relation to other people, team, society.

The detailed information of the respondents' answers (in comparison with the groups) regarding the assessment of importance of the character qualities of the responsible PhSs is presented in Tables 3 and 4

Table 2: Rating of PSR characteristics by survey results

Rank	Component PSR	%
1	readiness to be responsible for their actions	62,2
2	awareness of the need to act in accordance with public requirements and norms	52,8
3	prediction of consequences for your choice, decision, action	52
4	Understanding of their social value and role in FE activities	49,3
5	desire for self-realization	45
6	criticality and constant control over their actions, taking into account their consequences for people	41,8
7	readiness and desire to choose and make decisions	41,3
8	understanding of the value and uniqueness of the profession, and, as a result, socially responsible activity	33,8
9	self-confidence and self-slander	32,4
10	diligence	23,3
11	fear of causing harm to a person	18
12	fear of being punished for violations of rules and regulations	5,1
13	maximum professionalism in all respects	0,3

According to the Table 3, among the qualities group that characterize the relation of a person to a case, to a chosen profession, the first position ("very important") in the ranking chain and the fourth following ("important") are the same for respondents of both subgroups: "professionalism", "responsibility" for their actions and decisions, "devotion to their profession", "care about order", "quality and accuracy", "teamwork and cooperation".

However, in group 1 respondents to "important" qualities include also "ability to influence" and "ability to motivate oneself and others to professional activity." To the qualities that are "partially important" questioned 1 subgroup attributed the last three positions - persistence, initiative, loyalty to the company in which you work. None of the positions received an estimate of "2" and "1".

Regarding the respondents of the 2nd group, all positions having 6-10 ranks were rated "important". That is why representatives of practical pharmacy consider all the characteristics (with the exception of "professionalism" having 1 rank) are important personal qualities of the responsible PhS.

Table 3: The rating of qualities that characterize a person's attitude to the case, to the chosen profession

The quality of the character	1 group		2 group	
	rank	%	rank	%
professionalism	1	94,7	1	96,1
responsibility for their actions and decisions	2	89,8	2	88,8
devotion to his profession	3	80,1	3	84,6
care about order, quality and acuteness	4	78,6	4	82,1
teamwork and cooperation	5	76,8	5	81,7
ability to influence (ability to persuade or persuade)	6	75,5	7	77,2
ability to motivate oneself and others for professional activity	7	72,2	6	78,6
persistence	8	69,2	8	75,5
initiative	9	67,7	10	71,1
commitment to the company, which employs	10	67,1	9	75,3

Table 4: The rating of qualities that characterize the relation of human to other people, community and society

The quality of the character	1group		2 group	
	rank	%	rank	%
patience	1	89,9	2	88,1
self-control behavior	2	85,1	1	88,6
communication	3	83,9	5	82,8
ability to listen to others	4	81,4	3	85,1
tact	5	81	4	83,1
justice	6	80,1	6	80,6
the same attitude to all people	7	77,9	7	75,9
kindness	8	71,9	9	75,2
compassion	9	68,8	8	75,4
keenness	10	66,5	10	74,5

As can be seen from the data in Table 4, there no groups of qualities that characterize the relation of human to other people, to the community, society. In addition, the quality of such grades as 6, 7 ("justice", "equal treatment of all people", respectively) were unanimous opinions from the respondents of both groups. Concerning divergence of opinion among the questioned, in the 1 group of quality in rank 1 to 8 received an estimate of "4", and the quality of the rank 9 and 10 - an estimate of "3". That is, for young PhSs, who are just starting their professional activities, "compassion" and "sensitivity" are less important in the profession.

Representatives of practical pharmacy (group 2) have all the qualities rated "4", that is what they consider important in the socially responsible behavior of the PhS. Assume that over time, with the increase of professional experience, the PS develops certain moral and ethical professional skills, showing sympathy and responsiveness to sick people, the elderly, people with low income, colleagues, and others like that.

Leading positions also vary in both groups. For the youth (group 1) important qualities are "patience", "self-control behavior" and "communicability." For experienced PhSs "self-control behavior", "patience" and "ability to listen to others" are important.

The generalized results of the expert assessment of the qualities importance on the nature of the responsible PhS is presented in Table 5.

As can be seen from Table 5, until the first evaluation interval ("very important", "important") included 10 qualities, which are dominated by qualities that characterize a person's attitude toward others, community, society (6:4). Before the second evaluation interval ("important", "somewhat important") entered also 10 qualities with a predominance of qualities characterizing a person's attitude to business and their chosen profession (6:4). It is worth nothing that any quality from the list was not included in the evaluation interval "somewhat important", "rather important" and "most important" - "not important".

Thus, according to all respondents, professionalism is the most important manifestation of the current responsible PhS and in conjunction with other qualities of the leaders who fell into the first assessment interval, they must necessarily be evaluated at a certain level of personal SR PhS.

Table 5: Analysis of the expert assessment results of the PhS character responsible qualities

Rank	The quality of the character	Σ	a_i	σ	σ²	V,%
	Estimated interval 1: "very important" - "important"					
1	professionalism	1779	4,77	0,58	0,33	12
2	responsibility for their actions and decisions	1666	4,47	0,69	0,48	20
3	patience	1660	4,46	0,84	0,71	19
4	self-control behavior	1620	4,34	0,82	0,67	19
5	communication	1554	4,17	0,9	0,79	22
6	ability to listen to others	1553	4,16	0,77	0,60	19
7	devotion to his profession	1536	4,11	0,82	0,67	20
8	tact	1530	4,1	0,93	0,85	23
9-10	care about order, quality and accuracy	1499	4,02	0,91	0,81	23
9-10	justice	1499	4,01	0,99	0,96	25
	Estimated interval 2: "important" - "very important"					
11	teamwork and cooperation	1478	3,97	0,9	0,81	15
12	the same attitude to all people	1434	3,84	1,08	1,16	28
13	ability to influence (ability to persuade or persuade)	1424	3,82	0,89	0,81	23
14	ability to motivate oneself and others for professional activity	1407	3,77	0,91	0,83	24
15	kindness	1372	3,68	0,95	0,92	26
16	persistence	1350	3,62	1,066	1,13	29
17	compassion	1345	3,61	0,94	0,81	26
18	loyalty to the company in which it operates	1329	3,56	1,08	1,14	30
19	keenness	1315	3,53	0,94	0,88	27
20	initiative	1294	3,47	1	1	29

Notes:

qualities that characterize the relation of human to business, to the chosen profession of quality, which characterize the relation of human to other people, to the collective, society	qualities that characterize the relation of human to business, to the chosen profession of quality, which characterize the relation of human to other people, to the collective, society

CONCLUSION

1. Based on a questionnaire survey of two social groups (students and PhSs with higher pharmaceutical education) from 8 regions of Ukraine, their thoughts on understanding the concept of "PSR", as well as the qualities of character that should be inherent to the responsible PhS, have been clarified. It has been established that 62.2% of respondents understand only as being ready to be responsible for their actions. And only 30% of respondents have a common understanding of the concept of "PSR PhS", which includes both

awareness, readiness, self-control and active social activities, and high-quality professional activities, anticipation of its consequences, self-esteem and fear of causing harm to a person.

2. Significant disconnection in the initial definitions of the term "PSR" is required to develop a model for the formation of SR in the PhS and a unified approach in teaching separate topics of organizational and managerial disciplines. In the curriculum of the preparation of the PhS to include the study of the SR of the pharmaceutical business as a separate discipline. The high quality of the formation of a SR culture is possible only with the systematic, comprehensive and purposeful work of all the institutes of the pharmaceutical industry.

At the state and regional levels, the development of a new progressive motivational system for pharmaceutical companies (especially the retail segment of the pharmaceutical market) is relevant for activating the desire to take on the practice of work and internship of graduates of higher education institutions and consolidate it legally. This system of motivation must combine material and moral initiatives.

3. According to the results of the PhS questionnaire among the group of qualities that characterize the relation of man to business, to the chosen profession, leading positions belong to "professionalism", "responsibility for their actions and decisions", "devotion to their profession". Less important qualities were considered "persistence", "loyalty to the company in which the PhS operates" and "initiative".

According to the majority of respondents, all of these qualities, which characterize the relation of human to other people, to the collective, society, are important. However, the main positions on the list are "patience", "self-control behavior" and "communicability." The lowest rank in this group is "compassion" and "sensitivity".

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