

THE ETHICAL CONDUCT OF A PHARMACY EXECUTIVE AS THE CORNERSTONE OF EXECUTIVE PROFESSIONALISM

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Upholding ethical standards in pharmacy administration enhances a leader's professional competency, ensuring the provision of premium medical care. Yet, organizations still struggle to agree on standard ethical practices. In pharmacy, this is worsened by leaders viewing their roles as mere paperwork, entirely divorced from ethical or socially responsible considerations. Consequently, exploring the professional ethics governing pharmacy executives is paramount for optimizing public access to pharmaceutical care. Application of general scientific methods reveals that managerial ethics is an amalgam of organizational culture, socio-psychological dynamics, and core professional practices. Pharmaceutical managers must integrate ethical principles and regulatory compliance into every facet of their professional duties. The foundational ethics of a pharmacy manager are developed progressively, beginning post-graduation and evolving through lifelong professional education.

Keywords: ethics, manager, pharmacy organization, medical assistance, managerial professionalism

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ЭТИКА РУКОВОДИТЕЛЯ АПТЕЧНОЙ ОРГАНИЗАЦИИ КАК ОСНОВА УПРАВЛЕНЧЕСКОГО ПРОФЕССИОНАЛИЗМА

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Практическое применение моральных и этических принципов в работе руководителя аптечной организации повышает его управленческий профессионализм, направленный на оказание качественной лекарственной помощи. Однако в настоящее время не существует единых этических норм и правил, которых необходимо придерживаться руководству при управлении организацией, также установлено наличие тенденции формального выполнения руководителями аптечных организаций своих управленческих функций без учета этического и социально ответственного осмысления деятельности. В связи с этим актуальным является изучение вопросов профессиональной этики руководителя аптечной организации для совершенствования лекарственного обеспечения населения. С применением общенаучных методов определено, что этика управленческой деятельности объединяет организационную культуру, социально-психологический аспект и собственно профессиональную деятельность. Анализ трудовых функций специалиста в области управления фармацевтической деятельности свидетельствует о необходимости применения этических норм и правил при их выполнении. Формирование профессиональной этики руководителя аптечной организации как основы управленческого профессионализма происходит постепенно при получении специальности «Фармация» и продолжается в рамках дополнительного профессионального образования.

Ключевые слова: этика, руководитель, аптечная организация, лекарственная помощь, управленческий профессионализм

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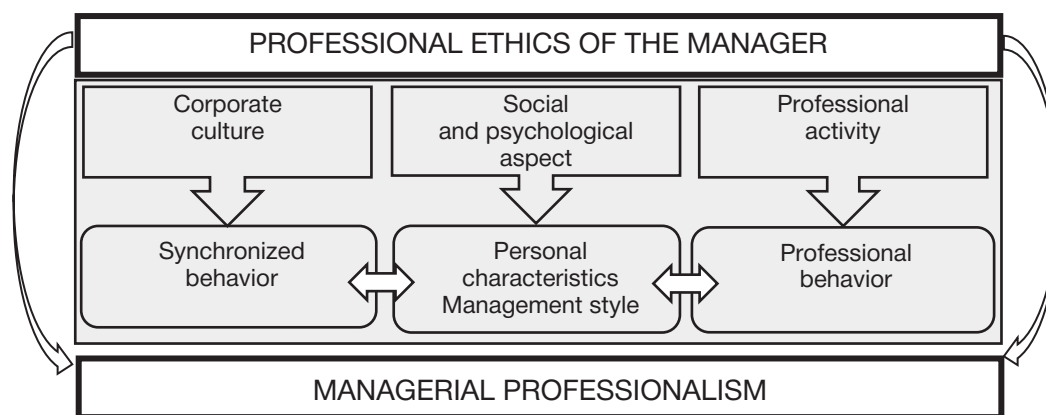
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Ethical conduct is now a fundamental pillar of the management of a modern organization. When leaders and teams cultivate an ethical culture, it naturally regulates workplace interactions and elevates communication, ultimately empowering the organization to hit its targets efficiently [1]. This plays a crucial role in facilitating access to premium medical services, reflecting a growing societal focus on health preservation.

Evidence confirms that pharmaceutical ethics and deontology govern the entire spectrum of professional duties across the field, universally encompassing even those specialists engaged in pharmaceutical management [2, 3]. Consequently, this study aimed to investigate the professional ethics governing pharmacy managers, ultimately seeking to elevate the standard of pharmaceutical care delivered to the public.



Source: author's development

Fig. Aspects of management ethics

MATERIALS AND METHODS

In pursuit of this goal, we have developed a comprehensive, multi-stage research initiative. The first stage systematically explores the theoretical framework of executive ethics, analyzing core concepts and detailing the structural components of managerial conduct. The next stage consists of assessing the legal duties and job functions of a pharmacy manager. The final section delineates the practical implementation of ethical guidelines within the professional purview of a joint-stock company's director. This study employed content analysis to examine scholarly literature concerning the adherence to moral and ethical principles within contemporary management, medicine, and pharmacy, based on Elibreri.ru electronic resource. Methods of structuring and grouping were used.

RESEARCH RESULTS AND DISCUSSION

Modern leadership ethics is a moral system, where leaders manage organizations by deeply understanding their staff, fostering personal growth, and maintaining composure in professional relationships. Concurrently, effective leadership demands a defined repertoire of competencies to fulfill fundamental managerial duties, encompassing operational planning, team engagement, and systematic oversight for ongoing rectification.

In the absence of standardized ethical frameworks for modern management, this research analyzes the ethics of leadership from a socio-psychological and organizational culture perspective, as well as through the lens of distinct professional domains (Fig.).

PROFESSIONAL ETHICS OF THE MANAGER

Driven by foundational ethics and values, a company's culture acts as a set of guidelines that shapes the synchronized behavior of its personnel. Essentially, these standards define the foundational principles of issuing directives in management, a dynamic clearly evidenced in business correspondence. This fosters seamless integration across all organizational tiers and establishes an optimized work environment. Consequently, this drives continuous professional development and cultivates a highly motivated, accountable labor. A company's culture is shaped by its communication networks, its emotional climate, and its everyday working atmosphere.

A cornerstone of ethical leadership lies in its socio-psychological dimensions. It is known that the effectiveness of an organization's functioning is determined by the quality of its management activities, where its leadership qualities and personal characteristics of the leader are of great importance. Numerous scholars argue that effective management fundamentally relies on assigning tasks to personnel with precision, upholding their professional dignity, fostering innovation, and remaining receptive to their needs. To achieve this, the role of the executive requires a blend of strategic business judgment, exceptional communication skills, and deep industry knowledge. Coupled with strong management skills grounded in moral principles and core values, these traits define the leader's ethical conduct. It should be noted that each leader's personal qualities are expressed in different ways and, depending on the manifestations of qualities, a certain leadership style is developed over time.

A leader's moral conduct is fundamentally bound by the standards inherent to their particular professional community. At present, distinct ethical frameworks govern a multitude of disciplines, encompassing pharmaceuticals, medicine, science, corporate governance, and information and communication technologies. In this context, ethics encompasses more than technical proficiency—it requires observing foundational business principles and industry-specific standards that reflect the core values of the profession. Consequently, this cultivates the manager's professional behavior, encompassing both their core technical duties and their communication framework while executing their occupational responsibilities and prerogatives [4–8].

Consequently, a manager's professional ethics constitutes a holistic educational framework that forms the basis of their managerial expertise, warranting that their duties are executed in strict accordance with universally recognized behavioral standards.

Subsequently, we examine the statutory duties and obligations vested in the director of a pharmaceutical enterprise. In alignment with industry standards, the primary objective of a pharmacy management professional is to ensure consumers have access to safe, efficacious, and premium therapeutic and medical goods—a responsibility that highlights the fundamental societal value of the joint-stock company.

To achieve this objective, the manager is required to execute their standard professional duties, which center on the oversight and administration of pharmaceutical

operations. It is imperative to acknowledge that the role of a corporate CEO demands profound accountability, underpinned by extensive, multidisciplinary expertise. Depending on their hierarchical tier within organizational theory—executive, middle, or operational—joint-stock company managers are responsible for a diverse array of professional duties [9].

The professional standard includes six labor functions [10]. Primarily, it involves directing the operational and strategic initiatives of a pharmaceutical enterprise, which encompasses assessing the current healthcare landscape and aligning with regional health and pharmaceutical development objectives. Achieving the established objectives necessitates a comprehensive evaluation of both the internal resources required to sustain pharmacy operations and the capacity to satisfy consumer demand, particularly for novel pharmaceuticals. The CEO's duties at the joint-stock company entail spearheading comprehensive personnel management, which encompasses the recruitment, onboarding, integration, professional development, and motivation of staff. The JSC's operational success relies on stringent quality control. By defining strict standards for sourcing, receiving, warehousing, and distributing inventory, leadership ensures continuous excellence across all core activities. The Director of the JSC coordinates informational and advisory resources for both the general public and healthcare professionals. A pivotal function is the strategic oversight of a pharmaceutical company's financial and commercial operations, explicitly designed to drive immediate and future business objectives. Significantly, the professional standard mandates knowledge of foundational professional ethics for only two specific job functions.

In light of the outlined operational duties, a pharmacy manager must expertly evaluate the significance and hierarchy of professional objectives to safeguard patient health and uphold the broader public welfare [11]. Ultimately, the overall progress and sustainability of a joint-stock corporation hinge upon the executive's expertise, their capacity to orchestrate human and informational assets, and their aptitude for making principled, ethically grounded decisions. Nevertheless, peer-reviewed literature suggests that executives of joint-stock enterprises tend to adopt a reductionist view of their responsibilities, thereby failing to leverage the full extent of their authority [12].

Modern pharmacy operates on ethical tenets and core values that establish a uniform standard of behavior for everyone involved in the distribution of medicines and healthcare services. Under such conditions, the moral obligations incumbent upon the CEO of a corporation assume paramount importance. In his professional capacity, the executive formulates strategic decisions to safeguard pharmaceutical safety and efficacy, while also upholding the integrity of drug-related information. Consequently, the ethical framework and personal convictions of a joint-stock company's executive should translate into a proactive civic stance, manifesting in initiatives dedicated to public health

advancement [12]. Corporate success is driven by the leadership's value systems, which form the bedrock of the organizational culture.

As the principal executive, the leader is tasked with cultivating relationships across the healthcare spectrum, including employees, patients, medical experts, and suppliers. Additionally, the role necessitates strict adherence to all legal frameworks alongside a profound dedication to societal welfare. During pharmaceutical operations, the corporate leadership and their personnel are required to navigate a complex array of both internal and external variables [13]. Today, pharmaceutical employees navigating organizational goals face immense psychological and emotional strain, severe information overload, and broad operational demands, all heightened by a profound level of accountability. Consequently, leadership must gauge the emotional climate of the team, proactively averting tensions and stressful dynamics with subordinates, amongst staff members, or involving patients [14–16].

Thus, pharmacy operations are inherently collaborative, relying heavily on both the cohesive conduct of the staff and the leadership approach of the manager.

Effective management in pharmacy practice relies fundamentally on pharmaceutical ethics and deontology, principles that are strictly codified by law. Effective management in pharmacy practice relies fundamentally on pharmaceutical ethics and deontology, principles that are strictly codified by law. To ensure these standards are met, the head of the JSC trains personnel in the correct and adept communication of essential information to the public. In accordance with corporate policy, the onboarding process for new hires during their probationary period includes tailored adaptation programs designed to refine communication skills and prevent workplace conflicts [17].

In light of the foregoing, the chief executive of a joint-stock company cultivates a standard of professional conduct dictated by their academic background, intellectual capacity, and breadth of erudition, alongside the mastery of specific industry competencies.

Therefore, when integrating the executive duties of a joint-stock company, moral and ethical principles safeguard the caliber of public services, while elevating the accountability and long-term viability of the pharmaceutical enterprise.

CONCLUSIONS

Within a pharmaceutical setting, an executive's professional ethics serve as the bedrock of their managerial acumen, ultimately elevating the standard of pharmaceutical care provided to the community. The formation of the foundations of professional ethics takes place gradually and consistently during theoretical classes in Pharmacy (Code 33.05.01 and Code 33.02.01) programs, introductory and production practices at the JSC, and later during the development of additional education programs.

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