

PROVIDING THE MARKET ASPECT OF THE ECONOMIC SECURITY OF PHARMACEUTICAL ENTERPRISES

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The pharmaceutical industry relates to high-tech and science-intensive production. The development and stability of pharmacy has a great influence on raising the level of the economy of the country as a whole, development of health care, insurance business and finance. According to the State Statistics Service of Ukraine, an increase in the share of domestic products in the domestic market is observed. The exit of Ukraine into European markets has led to significant changes in personnel training, equipment modernization, quality standards. However, the development of the pharmaceutical industry undergoes certain general and specific problems. Therefore, the achievement of the appropriate level of provision of medicinal products to the population largely depends on the implementation of the economic security of the pharmaceutical industry, and the success of the pharmaceutical manufacturers is more vulnerable to its market aspect. The significance of the study is due to the fact that in available domestic and foreign literature, there are practically no works that analyze the market component of economic security in the pharmaceutical industry and study its influence on the formation of strategic tasks for the development of pharmaceutical enterprises.

On the basis of the concept of economic security of the pharmaceutical industry, an

overview of its components was made. It is substantiated that the greatest threat to the economic security of the pharmaceutical industry is currently being met by the market component.

The development of the pharmaceutical market is very complicated. Constraining factors are a significant excess of supply over demand, insufficient use of resource potential, a significant difference in market growth in cash and in kind. Therefore, a successful solution to the market aspect of the economic security of pharmaceutical companies will help you find ways to survive and adapt to certain conditions of operation.

The authors investigate the internal and external threats of the market component of the economic security of pharmaceutical enterprises. Based on the literature sources, economic indicators characterizing the market component of economic security of the pharmaceutical industry enterprises are given, they are the coefficient of market return of assets, the share of the company in the market, the coefficient of innovation costs, the efficiency of the advertising policy of the enterprise. According to the State Statistics Service of Ukraine the aforementioned indicators for the five pharmaceutical enterprises of Ukraine were calculated. The analysis of the numerical values of the indicators of market security of the main phar-

maceutical industry enterprises indicates a rather low level of market security. Indicators tend to increase but do not grow at an adequate pace. For the successful realization of the market aspect of the economic security of the pharmaceutical industry, the authors considered and formulated problems that require further resolution, as well as measures to achieve the market component.

The development of the domestic pharmaceutical market can not be carried out

without taking into account the experience of leading countries and neighboring countries. The ways of ensuring economic security of these states are highlighted.

In order to achieve stable and high indicators of the market component, implementation of a joint strategy of the state and enterprises in order to ensure the proper regulatory framework, improvement of the investment climate, import substitution and support of the Ukrainian producer is necessary.