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## **CORPORATE SOCIAL RESPONSIBILITY OF PHARMACEUTICAL COMPANIES AS A COMPONENT OF PR-STRATEGY**

Economic Development of Ukraine and its integration into European and world community, cause necessity direct the activities of modern pharmaceutical companies at strengthening market positions. This can be achieve through mutual understanding with their community in a strategic review of the future and revision of attitude to effective manage public relations.

An important part of PR-strategy enterprise is the concept of corporate social responsibility (CSR). Implementation of CSR in business practice creates new opportunities and benefits for socio-economic development of the pharmaceutical companies to increase their competitiveness and investment attractiveness.

We analyzed the measures implementation of the concept of corporate social responsibility by pharmaceutical companies.

Today the CSR of pharmaceutical companies in Ukraine is on the stage of its formation. The most active in this area are, primarily, foreign representative of pharmaceutical companies, which carry on the Ukrainian market modern practices, principles and standards.

Established that the concept of CSR pharmaceutical companies realized in several areas of responsibility there are responsibility to partners, customers, employees, ecological responsibility and before society as a whole. For example, responsibility of consumers provide compliance with the international standards of quality and affordable medicines providing awareness about new medications and results of firm's activity. The responsibility before partners involved adherence to international standards of corporate management; before competitors, it is adherence of ethical standards of business according to the principles of fair competition; before society, it is adherence to the norms of Ukrainian legislation. Ecological responsibility involves conducting by enterprises the necessary environmental protection, attracting investment in socially significant projects, etc.

In the future, our work will be to interview a group of stakeholders on the level of CSR domestic pharmaceutical companies. This will identify strengths and weaknesses in the formation of PR- strategy and develop sound recommendations for improvement.