

**The Ministry of Health of Ukraine**  
**National Pirogov Memorial Medical University, Vinnytsya**

**List of recommended educational and methodical literature to an objective structured practical exam**

**Pharmaceutical management and marketing**

**Specialty – 226 “Pharmacy, industrial pharmacy”**

**Station N4 «Management system of pharmaceutical organizations in market conditions»**

**Basic**

1. Pharmaceutical marketing and management: educational manual /. V. Malyi, S. V. Zhadko, I. V. Bondarieva and others; edited by V.V. Malyi. – Kharkiv : NUPh, 2022. – 226 p.
2. Management and Marketing in Pharmacy: Mnushko Zoia M., Pestun Iryna V., Timanyuk Iryna V., Sofronova Iryna V., Aliekperova Nataliia V. - ed. by prof. Z. Mnushko ; National University of Pharmacy. – Kharkiv : Publishing center “Dialog”, 2016. – Part II : Marketing in Pharmacy.
3. Management and Marketing in Pharmacy [Electronic resource]: the textbook for foreign students of higher pharmaceutical schools : in 2 parts / Z. Mnushko [at al.], ed. by prof. Z. Mnushko ; National University of Pharmacy. – Electronic text data. – Kharkiv : Publishing center “Dialog”, 2016. – Part I : Management in Pharmacy.
4. Pharmaceutical Research and Manufacturers of America, 2011 : PhRMA Annual Member Survey. – Washington : PhRMA, 2011. – 126 p./
5. The quality management system in pharmacy organizations. Internal audit and self-inspection Ayupova G.V., Iksanova G.R., Latypova G.M., Urazlina O.I., Fedotova A.A. - Methodical development. - Ufa: Bashkir State Medical University, 2011 .-- 76 p.
6. Kinev M.Y., Petrov A.Y., Melnikova O.A. Marketing tools in the management of the assortment of pharmacy organizations. Study guide. - Yekaterinburg: USMU, 2015 .-- 86 p. - ISBN 978-5-89895-739-1.
7. Pestun I. V., Mnushko Z.M., Ievtushenko O. M., Babicheva H. S., Zhadko S.V., Rohulia O. Y. Reseach of self-medication among population in Ukraine Azerbaijan Pharmaceutical & Pharmacotherapy Journal 2021; 21 (2): 34-41.

8. Timanyuk I., Bondarieva I., Malyi V. Digitalization of Pharmaceutical Business in Ukraine Research Journal of Pharmacy and Technology. 2022; 15(4): 1555-1559.

9. Piven O., Shuvanova E., Tkachenko I., Xrenov A., Approaches to ensure comparability of the results of assessment of customer Loyalty to a Pharmacy. Research Journal of Pharmacy and Technology. 2022; 15(4):1527-1532.

10. Samborskyi, O., Panfilova H., Baihush, Y., Simonian, L., Bilyk, I., Martyniuk, T., Tsikhon, H., & Chernukha, V.. Comparative analysis of pharmaceutical supply systems of the population of European countries according to a complex of socio-economic indicators. ScienceRise: Pharmaceutical Science. 2022. (5 (39), 16–28.

### **Additional**

11. Bondarieva Iryna, Issam Bentama Serroukh. Study the attitude of consumers to a brand. XVI Scientific and Practical Conference “QUALITY MANAGEMENT IN PHARMACY” Kharkiv, May 20, 2022), Kharkiv: NUPh, 2022. P. 10.

12. Bondarieva Iryna, Mohamed Salem Chaire. Study of conflict situations in pharmacy organizations XVI Scientific and Practical Conference “QUALITY MANAGEMENT IN PHARMACY” Kharkiv, May 20, 2022), Kharkiv: NUPh, 2022. P.

13. Bondarieva Iryna, Yassine Alami. Marketing research of the market of dietary supplements. XVI Scientific and Practical Conference “QUALITY MANAGEMENT IN PHARMACY” Kharkiv, May 20, 2022), Kharkiv: NUPh, 2022. P. 12.

14. Personalized Medicine Is Playing a Growing Role in Development Pipelines [Electronic resource] // Tufts Center for the Study of Drug Development. – 2010. – Vol. 12. – № 6. – Available from: <http://goo.gl/uiq624>. – Title from screen.

15. Oliinyk V.V., Bondarieva I.V. Analysis of staff turnover in pharmacy institutions // YOUTH PHARMACY SCIENCE, Kharkiv : NUPh, 2022. P.

16. Svitlana P. Karpova, Anna A. Krutskikh, Olena O. Mozgova, Oksana V. Shovkova. Development and validation of the kinetic-spectrophotometric method for the quantitative determination of mezlocillin in pure substance and medical preparation. International Journal of Pharmaceutical Sciences and Research 2020. 11 (5), P. 2293-2298.

17. Pestun I. V. Quality Efficiency Indicators of Pharmacy Management: Characteristics, Current Features, Opportunities and Threats of the Development / I. V. Pestun, Z. M. Mnushko, I. V. Timanjuk, O. M. Ievtushenko, H. S. Babicheva // Journal of Global Pharma Technology. – 2020. – Vol. 12. – P. 259–269.

18. Delen D., Dorokhov O., Dorokhova L., Dinçer H., Yüksel S. Balanced scorecard-based analysis of customer expectations for cosmetology services: a hybrid decision modeling approach. *Journal of Management Analytics*. 2020. Vol. 7, No 4. P. 532-563.
19. Dorokhov O., Dorokhova L., Malyaretz L., Ushakova I. Customer churn predictive modeling by classification methods. *Bulletin of the Transilvania University of Brasov. Series III*. 2020. Vol. 13 (62), No 1. P. 347–362.
20. Dorokhov O., Dorokhova L., Hutorov A., Sirenko O. Consumer behavior modeling for fitness services evaluation. *Studies in Business and Economics*. 2020. Vol. 15, No 2. P. 69-84.
21. Personalized Medicine Is Playing a Growing Role in Development Pipelines [Electronic resource] // Tufts Center for the Study of Drug Development. – 2010. – Vol. 12. – № 6. – Available from: <http://goo.gl/uiq624>. – Title from screen.
22. Pharmaceutical Research and Manufacturers of America, 2011 : PhRMA Annual Member Survey. – Washington : PhRMA, 2011. – 126 p. 142. Piercy N. Making SWOT analysis work / N. Piercy, W. Giles // *Journal of marketing intelligence & planning*. – 2009. – Vol. 7. – № 5/6. – P. 5–7.