

THE PSYCHOLOGY OF SERVICE RELATIONS OF PHARMACEUTICAL ENTERPRISE'S MANAGERS

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Introduction: The psychology of managers' service relations is defined by the ability of managers to influence employees (subordinates) to obtain maximum efficiency and maximum socio-human satisfaction, by coordination of group efforts, organization and guidance it. The leader of a pharmaceutical enterprise is, in essence, the binder, the catalyst, the driving force for change, coordination and control of the pharmaceutical enterprise.

Keywords: managerial psychology, service relations, pharmaceutical enterprise

Purpose: Highlighting the psychological aspects of the manager's activities within the service relations.

Material and methods: Bibliographic analysis of the specialized literature and sociological study of the situation regarding the relations in the work collectives from some pharmaceutical enterprises through questionnaires.

Results: Studying the manager's activity of a pharmaceutical enterprise within relations with subordinates highlighted that the result of the professional and economic activity of the enterprise are strictly dependent of the manager's particularities.

1. The general psychological laws applied in management (Fig. 1); These laws thoroughly reflect: personality, character, thinking, temperament, behavior, intelligence and managerial creativity.
2. The particularities of the manager's work, types and managerial stylistics (Fig. 2); The appointed or elected leader, done a lot of functions, possesses a certain type and managerial style, which in the end are all directed to success.

- The law of indeterminate reaction to external influences
- The law of information decomposition
- The law of inadequate self-esteem
- The law of inadequate knowledge of human by human
- Yeerrik and Dotson's law
- The law of self-preservation
- The law of compensation

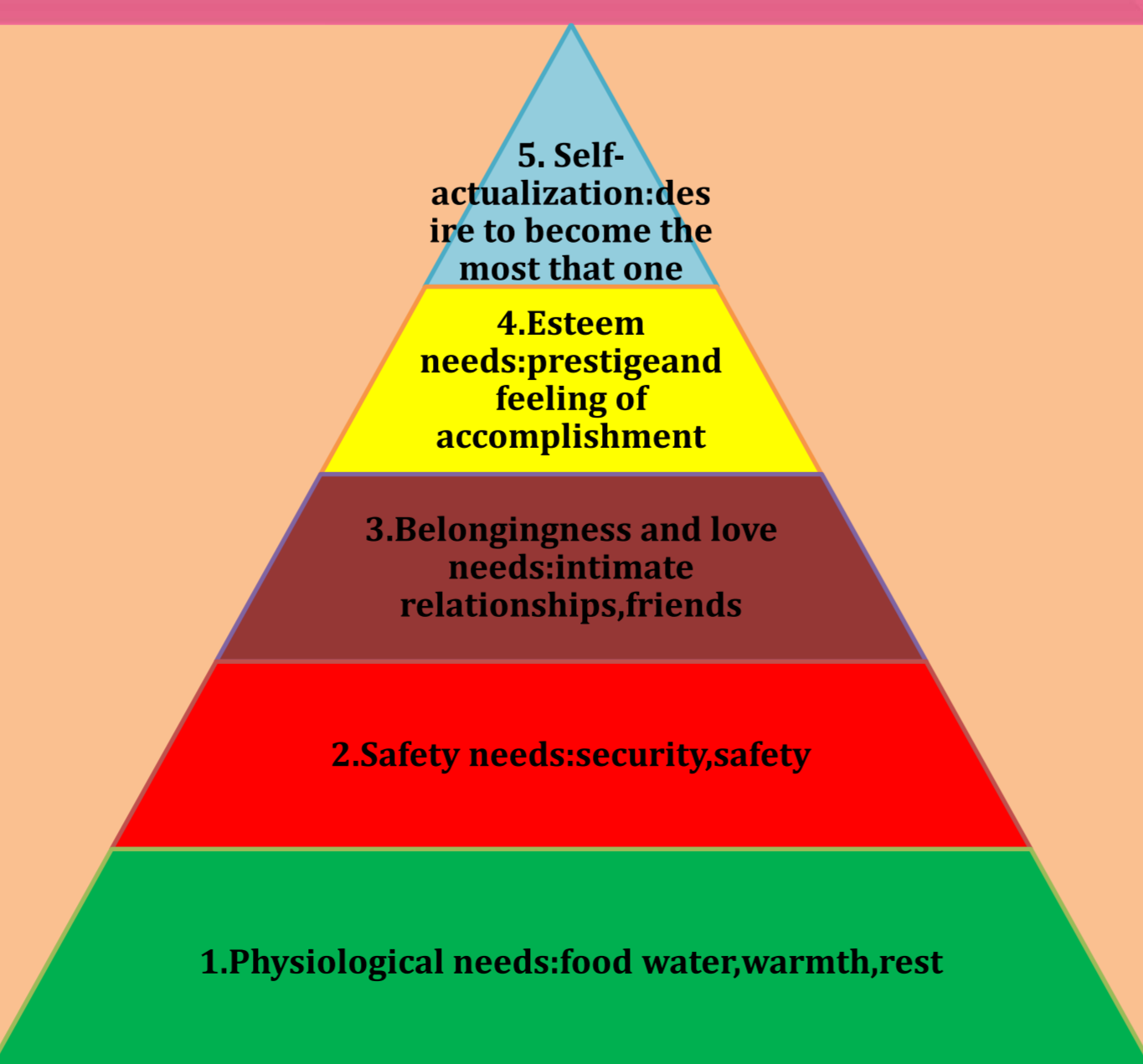
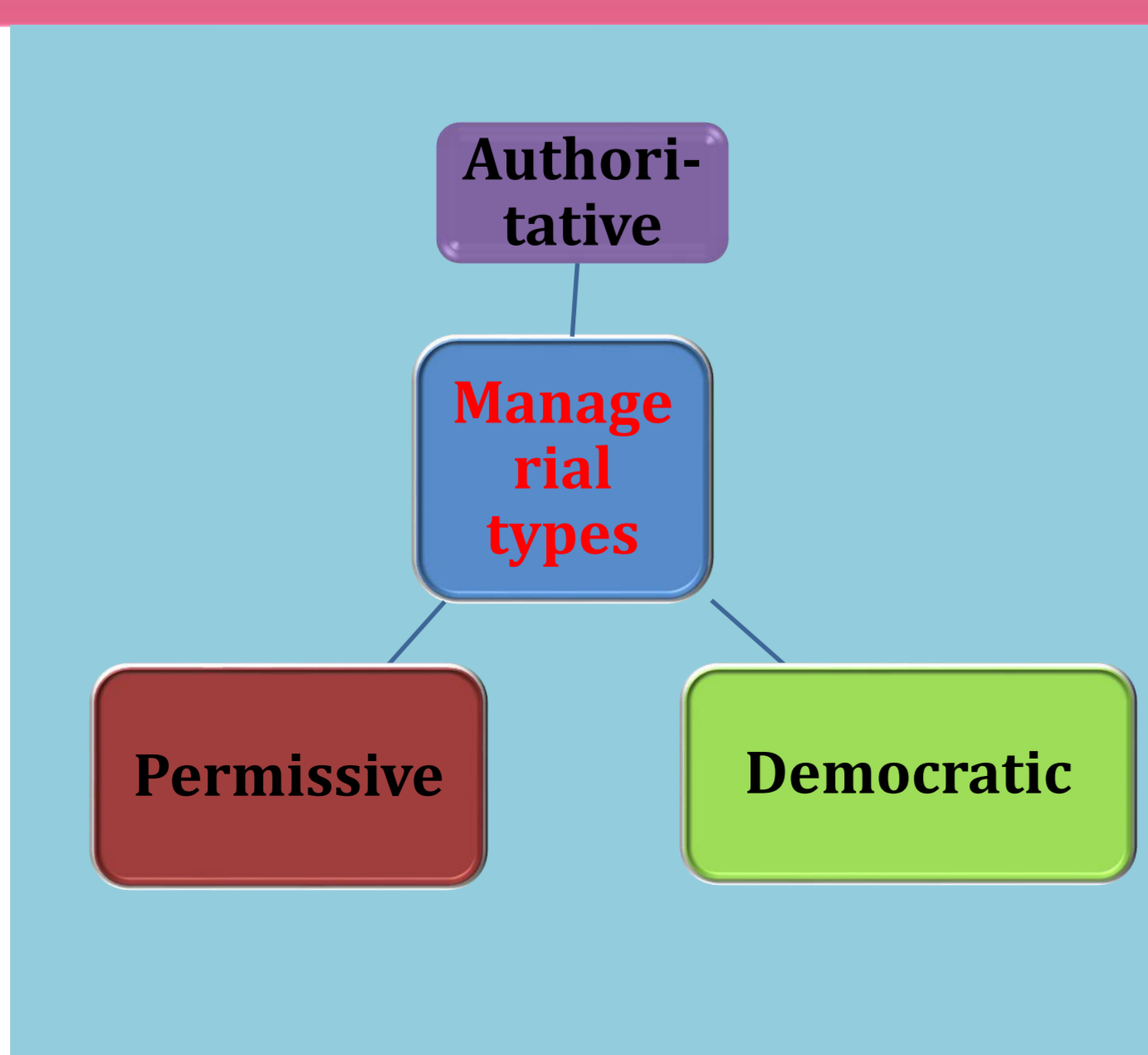


Figure 1. The general psychological laws applied in management

Figure 2. Classification of managerial types

Figure 3. Maslow hierarchy of needs

3. The leader's style and attitude in interpersonal relationships (Tab. 1); From the psychosocial perspective, the leadership style can be defined as the concrete way of playing a role, of effective behavioral transposition of the requirements deriving from the leader status. Each type of leader has a unique leading style, which can be easily grouped.
4. The personality profile of the efficient and inefficient leader (Tab. 2); To be an effective leader, they must fulfill certain requirements and have certain performance, found in the literature under different names: abilities, qualities, knowledge, talents, aptitudes, skills, attributes, behaviors.
5. The socio-psychological climate in the work team, the behavior of the manager and the management of one's own behavior, the thinking process in managerial activity, the organizational behavior and building of an effective work team by motivation (Fig. 3).

The socio-psychological climate is the result of reflecting the material, organizational and psychological conditions. In order to work well, people need to be strongly involved in their work and eager to achieve certain goals from the simplest to the most complex, so motivation is a process of stimulating oneself and others to achieve a goal or goals.

Table 1. The leader's style and attitude in interpersonal relationships

The leader's style	The characteristic depending on interpersonal relationships
Altruistic	Maintaining cordial relationships, neglecting results and efficiency.
Elusive	No interest in efficiency, human relationships, results.
Autocrat	He gives importance to the performance of tasks, neglecting human relationships.
Hesitant	He takes decisions only under the pressure of facts, emergencies, a follower of compromises.
Promoter	He trusts everyone, stimulates and develops human relationships, creates a favorable work climate, encourages collaboration.
Bureaucrat	He is not interested in his work or in his relationships with those around him. He respects the rules, considering them dogmas.
Accomplisher	He considers that the leader has the role to organize the activity of the collaborators as well as possible.

Table 2. The personality profile of the efficient and inefficient leader

Efficient leader	Inefficient leader
<ul style="list-style-type: none"> the ability to guide people Inspire confidence and have confidence in themselves have sufficient experience they make people feel stronger around them they spend more time planning determines the increase of productivity by motivating employees 	<ul style="list-style-type: none"> insensibility to others and intimidating character coldness, distancing and arrogance Exaggerated ambition the determination to reach the top at any cost inability to think broadly or strategically excessive dependence on the boss or mentor inability to select and develop employees failure to solve specific performance issues

Conclusions: The activity and the way the manager works are decisive, the managerial abilities of the manager, the success in the relations with the subordinates determines the results of the team that he leads and represents an efficient tool towards the success of the pharmaceutical enterprise.