

HUMAN RESOURCES MANAGEMENT AND ITS IMPORTANCE FOR THE PHARMACEUTICAL FIELD

MANAGEMENTUL RESURSELOR UMANE ȘI IMPORTANȚA ACESTUIA ÎN DOMENIUL FARMACEUTIC

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Abstract. Human resources play a major role in the development of economy of each country by applying the skills and abilities obtained in the process of training and education. Through the management of human resources, the professionalism and social efficiency of enterprises tend to be increased. The modern management use the human factor in order to achieve organizational objectives, simultaneously ensuring the conditions that guarantee the satisfaction of employees' needs and, implicitly, their motivation to be loyal to the organization. Because the modern world is affected by rapid changes, the developing strategies are adjusted to requirements of the XXI century. Such a situation it is seen in the pharmaceutical field, where the pharmacists' roles are evolving from that of compounders and dispensers of medicines to that of experts on medicines within multidisciplinary health care teams. This way, human resources management become a vital management task in the field of healthcare and essential to enable the delivery of efficient and effective medical services and to achieve patient satisfaction.

Keywords: human resources management, efficiency of human resources, human resources in pharmaceutical field.

Rezumat. Resursele umane joacă un rol major în dezvoltarea economiei fiecărei țări prin folosirea abilităților obținute în procesul de formare și educație, iar prin managementul resurselor umane, profesionalismul și eficiența socială a întreprinderilor tind să crească. Managementul modern folosește factorul uman pentru a atinge obiectivele organizaționale, asigurând simultan condițiile care garantează satisfacerea nevoilor angajaților și, implicit, motivația lor de a fi loiali organizației. Deoarece lumea modernă este afectată de schimbări rapide, strategiile în curs de dezvoltare sunt ajustate la cerințele secolului XXI. Aceasta se observă și în domeniul farmaceutic, în care rolul farmaciștilor evoluează de la cel al preparatorilor de medicamente la cel al experților în medicamente, fiind parte a echipei multidisciplinare de îngrijire a sănătății. În acest fel, managementul resurselor umane devine o funcție vitală a managementului în domeniul asistenței medicale și esențială pentru furnizarea serviciilor medicale eficiente pentru a atinge satisfacția pacientului.

Cuvinte cheie: managementul resurselor umane, eficiența resurselor umane, resursele umane în domeniul farmaceutic.

Introduction

Human resources play a major role in the development of each country. The process of economic development depends to a large extent on the degree of preparation and use of human resources, on the creative and dynamizing role of the human factor in the development of economic life. Approaching the issue of human resources management, specialists in the field pay, both theoretically and practically, special attention to its function and scope. All these concerns are explained by the fact that the definition of the function and the practical realization of the scope of human resources management has become a major objective, a factor to increase the professionalism and social efficiency of enterprises.

The concept of human resources management

Human resources management is the science and art of developing and implementing personnel strategy and policy, in order to achieve with maximum efficiency, the objec-

tives of either state or private organizations. It formulates and generalizes concepts, laws, principles, rules, methods, techniques and tools of leadership by taking into account the specific conditions of each organization. The way in which the science and art of human resources management are applied in the life of organizations depends, to a large extent, on the implementation of financial, technical, material means and, finally, the success of the company, its degree of competitiveness, profit level and efficiency. Given that management, in general, means achieving goals through people, it follows that the place of human resources is essential in modern management; on the other hand, the role of the human factor has increased significantly in modern management, under the impact of the emergence of modern acceptance of the personnel function of organizations and the transfer of human resources management to the general management of public or private organizations [2].

So, human resources management is the complex of activities, oriented towards the efficient use of "human

capital”, in order to achieve organizational objectives, simultaneously ensuring the conditions that guarantee the satisfaction of employees’ needs and, implicitly, their motivation to be loyal to the organization. At the same time, human resources management is a strategic approach to the possibilities of attracting, training, developing, leadership-use and motivation, the main key resource, through which any organization can ensure the successful achievement of its goals.

So human resources is the organization. People are a common resource, a key resource, a vital resource of today and tomorrow of all organizations, which ensures their survival, development and competitive success. Human resources are one of the most important investments of an organization, the results of which become increasingly evident over time. Organizations spend large sums with their employees, and due to the costs involved not only staff remuneration, but also staff recruitment, maintenance and development is one of the most obvious investments in human resources. Investing in people has proven to be the safest way to ensure the survival of an organization or to ensure its competitiveness and future [5].

The strategic approach of human resources management

Human resource management is a managerial perspective, with theoretical and prescriptive dimensions, arguing the need to establish a series of integrated personnel policies in accordance with the organization strategy, thus ensuring the quality of the work process, high commitments and employee performance, organizational efficiency, as well as competitive advantages.

Managerial theory and practice highlight an appreciable typological variety of strategies that outline, in fact, the way in which companies can ensure the fulfillment of their organizational objectives, as well as the permanent adaptation to change.

The human resources strategy designates the direction of the company management in substantiating the set of activities related to the planning, recruitment, improvement, evaluation and remuneration of the staff, as well as its protection and health.

According to many authors, such as Michael Armstrong, personnel strategies define the organization intentions in terms of human resource development directions, as well as the needs or requirements to be met in this area in order to facilitate the achievement of organizational objectives [1].

The premise from which the strategic approach of human resources is started is that the role of human resources management is to keep in an «optimal» form the conditions in the organization to make it possible to achieve performance and to ensure the efficient use of human resources [4].

Regardless of the areas in which personnel strategies can be developed, the vast majority of specialists mention a particularly important issue, namely, to give a general

meaning to personnel objectives by developing human resources strategies in accordance with the needs of the organization and to its employees.

Therefore, personnel strategies have a derivative character. Personnel strategies are partial strategies, which refer only to certain activities within the organization, namely, those that belong to the human resources function.

The need of human resources management in pharmaceutical field

Modern world is affected by rapid changes, in which industrial technology gives way to information technology, and traditional ways of organizing are greatly transformed and adjusted to requirements of the XXI century. All that changed the concept, structure and layout of traditional organization. Organizations in which people work are constantly changing and evolving, creating new trends and issues that require consideration and resolution. New trends and new circumstances have a direct impact on human resources management. Such trends or circumstances are seen as increasing competition, management of international business, technological innovation operations in accordance with current regulations, union activities, ethical issues, and the best practice versus best fit [6].

According to the International Pharmaceutical Federation, pharmacists represent the third largest healthcare professional group in the world. Availability of trained pharmaceutical human resources is of critical importance in meeting national and global health goals, and thus requires special attention. The development, production, distribution and appropriate utilization of medicines, as well as the attendant functions of regulation, operational research, training, etc., are of central importance in maintaining a healthy population. The absence of pharmacists and pharmaceutical personnel therefore has implications on the functioning of a health system [7].

Today, the focus of pharmacy practice has shifted from direct personal preparation of medicinal compounds to clinical services. Pharmacists’ roles are evolving from that of compounders and dispensers of medicines to that of experts on medicines within multidisciplinary health care teams. In the developing country context, the pharmacy is often the most accessible or even the sole point of access to health care advice and services [3].

Pharmacists also have to deal with many personnel management functions. Pharmacy in practice is distinct from other professions, in that it encompasses a significant involvement of business and economics. Pharmacy practice entails a high degree of entrepreneurship and business competition. For a pharmacy to run successfully and profitably, the human resource component must be carefully harnessed and effectively managed to ensure optimum productivity. The area of human resources has emerged as a distinct area of challenge in community pharmacy practice. Consider the roles of pharmacy support staffers and the need for pharmacists to effectively monitor them in the workplace. The health of the pharmacist, customer rela-

tions, productivity, and the image of the organization all depend on these employees.

The management of human resources in healthcare institution is essential to enable the delivery of efficient and effective medical services and to achieve patient satisfaction. Human resources management is a vital management task in the field of healthcare and other services sectors, where the customer facing challenges because of staff's performance who have the experience and the quality of performance (Howard et al., 2006) and that human resource management plays an active and vital role in the success of the reform of the health sector.

Conclusions

Application of human resources management concepts improves employee morale and help the enterprises to meet goals of expanded and improved services. While patients are a pharmacy department's most valued asset, the personnel that care for those patients are critical to a patient-centered pharmacy service. So, in the pharmaceutical field it must be practiced an effective human resource management to effectively recruit and retain a highly qualified and professionally satisfied personnel.

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