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CHARACTERISTICS OF MOTIVATION IN PHARMACY IN GEORGIA

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**მოტივაციის მახასიათებლები აფთიაქში**

თბილისის სახელმწიფო სამედიცინო უნივერსიტეტი, სოციალური და კლინიკური ფარმაციის  
დეპარტამენტი, თბილისი, საქართველო

**რეზიუმე**

ემოციურ ინტელექტში ემოციის შეფასება, გამოყენება და რეგულაცია ფუნდამენტურია ცნობიერების, დამოკიდებულებისა და ეთიკური ქცევისთვის, რადგან „არსებობს მზარდი მტკიცებულებები, რომ ჩვენს მიერ მიღებული ფუნდამენტური ეთიკური გადაწყვეტილებები აღმოცენებულია ემოციური შესაძლებლობებიდან“. ემოციურ ინტელექტს შეუძლია გავლენა მოახდინოს, როგორც პიროვნულ წარმატებაზე, ასევე პროფესიულ კომპეტენციაზე, ხელმძღვანელობისა და სტრესის მართვის უნარზე, რაც მნიშვნელოვანია ფარმაცევტულ განათლებაში. ფარმაცევტი სისტემატურად აწყდება პაციენტის მკურნალობის რთულ და ემოციურად დატვირთულ განსხვავებულ ისტორიებს, რაც თავისთავად გულისხმობს სტრესულ სამუშაო გარემოს, რომელიც მოითხოვს ემოციების კონტროლს. საკუთარი ემოციების ზუსტად იდენტიფიცირებითა და რეგულირებით შესაძლებელია ხელი შევუწყოთ ადაპტირებულ ქცევას რთულ სიტუაციებში. ემოციური ინტელექტი განისაზღვრება, როგორც უნარი, ზუსტად დააკვირდეს და გაარჩიოს ემოციები, როგორც საკუთარ თავში, ასევე სხვებში და გამოიყენოს ეს ინფორმაცია საკუთარი აზრებისა და ეფექტური ქმედებების წარმართვისთვის.

**Relevance:** Emotional intelligence encompasses the skills and abilities of a person. In which the following characteristics are united: recognition of emotions, ability to control and manage them, recognition of other people's intentions and desires. People with high emotional intelligence cope more easily with failure. They analyze the situation effectively and successfully resolve conflict situations. With its help, criticism is perceived correctly, therefore, if a person has high emotional intelligence, he responds to the reason, not to the action.

One of the essential factors for the functioning and development of organizations in a market economy is governance. Pharmaceutical establishments are a complex organization whose work is based on proper management. Management is a function through which we can lead groups of people in various organizations, including pharmacies and pharmaceutical companies.

The importance and need for the role of emotions and emotional intelligence at the global level is a sign that the ability of any person is determined not only by the quotient of intelligence, but also by the emotional quotient. According to reports, evidence has accumulated to show that feeling, thinking, and decision-making require the combined use of the brain's emotional and rational faculties.

Through emotional intelligence, it is possible to develop the ability to observe both the actions of oneself and others. Factors related to emotional intelligence, self-awareness, empathy, and self-regulation are very important for anyone working in the health care field. Unfortunately, there are many reasons for the conflict in pharmacy, the main one being that people across the country are concerned about the economic situation. Since pharmacies have become commercial, the status of their employees has changed significantly, when customers do not see the difference between a shop assistant and a pharmacist in a pharmacy.

Recent research published in the American Journal of Pharmacy also agrees with the role of emotional intelligence in pharmaceutical work. An article published in December 2022 in the aforementioned journal talks about the need to include emotional intelligence in pharmaceutical education. This article reviews key research on emotional intelligence in the health professions literature and identifies specific methods and strategies for teaching within the curriculum. According to the

authors, pharmacy students need to develop and improve their emotional intelligence to facilitate healthy communication with patients, pharmacy colleagues, and other healthcare providers.

**Aim:** The aim of the study was to study the characteristics of motivation in pharmaceutical establishments (pharmacy, enterprise) that assist the manager in the proper implementation of management. To find out all this, we set the following tasks:

- Clarify the attitude of staff in pharmaceutical companies towards their company;
- Detect methods used by company managers to increase labor productivity and motivation;
- Compiling a questionnaire and conducting a survey;
- Analyze and process the received data.

**Methods:** A qualitative research method used in the research process, which is characterized by a detailed and complete description of social reality, which in turn is the subject of research. Qualitative research allows us to take a deeper look at a pharmacist's self-awareness in the workplace, his or her work tasks, and also to connect with healthcare professionals and consumers.

**Results:** 90% of consumers want the pharmacist to be plain and tidy, polite and tactful to all customers regardless of financial status and appearance; 80-90% of consumers want the pharmacy to be better equipped. There should be several chairs and tables in the pharmacy and in case of queuing with the pharmacist you can rest them; The older generation of consumers prefer to be offered the cheapest medicines, the middle generation prefers to choose between cheap and expensive drugs. Most users wish to have a doctor consultant in their pharmacy;

**Conclusion:** The organization should plan corporate evenings with more intensity; In order to eliminate demotivating factors, the company's management should take care of frequent certification and rewards of employees; In order to improve the qualifications of employees, it is necessary to change their work environment and go through trainings abroad; Also, management focuses more on their employees.

People with high emotional intelligence are better able to work in the field of sales, therefore, their work in the pharmacy is justified in terms of marketing, however, due to the fact that the pharmacy activity is a strictly regulated field, the norms of professional ethics represent a kind of brake and the priority is not the increase in sales, but the life and health of the customer. Therefore, the bond between ethical norms, emotional intelligence and pharmacy activities is very multifaceted.

In emotional intelligence, the appraisal, use, and regulation of emotion is fundamental to awareness, attitudes, and ethical behavior because "there is growing evidence that the fundamental ethical decisions we make emerge from emotional capacities." Therefore, emotional intelligence is a determinant of rational and emotional integration of a person. Emotional intelligence is important in reducing strong dramatic and unbalanced urges. Increasing awareness of unethical behavior in individuals and organizations has drawn the attention of many scholars. Is the study of human values relevant in business settings? According to the source, "One unexplained component in terms of influencing ethical behavior is emotional intelligence."

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**SUMMARY**

In emotional intelligence, the appraisal, use, and regulation of emotion is fundamental to awareness, attitudes, and ethical behavior because "there is growing evidence that the fundamental ethical decisions we make emerge from emotional capacities." Therefore, emotional intelligence is a determinant of rational and emotional integration of a person. Emotional intelligence is important in reducing strong dramatic and unbalanced urges. Increasing awareness of unethical behavior in individuals and organizations has drawn the attention of many scholars. Emotional intelligence can influence both personal success and professional competence, leadership and stress management skills, which are important in pharmaceutical education.

A pharmacist is systematically faced with complex and emotionally charged patient treatment stories, which in itself implies a stressful work environment that requires emotional control. By accurately identifying and regulating one's emotions, one can facilitate adaptive behavior in difficult situations. Emotional intelligence is defined as the ability to accurately observe and discern emotions in oneself and others and use this information to guide one's thoughts and effective actions.

**Keywords:** Pharmacy, Georgia, Motivation