

# RESEARCH CONCERNING CONFLICT-GENERATING SOURCES AND THE IMPORTANCE OF COMMUNICATION IN THE PHARMACEUTICAL FIELD

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## **Abstract:**

*Conflict is a natural part of any inter-human relationships. It is based on the different views that people have of the world in general and of certain things or situations in particular. In most organizations and communities, conflicts appear as a result of situations or problems that individuals manifest with strong feelings and about which they are usually not well informed.*

*Considered as a real psychosocial phenomenon, involving intra and intersubjective oppositions and confrontations, it highlights a series of features or objective properties on the basis of which it can be analyzed and evaluated both in quantitative and qualitative terms.*

*This paper aimed at a careful analysis of the sources of conflicts from pharmaceutical field as well as the importance and role of communication in this domain.*

**Keywords:** *conflict, communication, misunderstanding, climate, opposition, attitude*

**Clasificare JEL:** *I15*

## **1. Introduction**

**Conflict** is a natural part of any inter-human relationship. The conflict is based on the different views that people have of the world in general and of certain things or situations in particular. In most organizations and communities also in pharmacies, conflicts arise as a result of situations or problems with which individuals experience strong feelings and about which they are usually not well informed. Conflicts are not necessarily a bad thing. In many cases, conflict can be a positive source of energy and creativity that can lead to an extraordinary end result. The close intercolerance between conflict and communication is determined by the fact that the lack of communication can cause conflicts, can be a generator of conflicts or can lead to conflict resolution. Any form of behavior is actually influenced by communication.

## **2. Methodology of research**

*The purpose* of the research was to identify the main factors of conflict and to analyze the attitude towards it and the importance of communication in the pharmaceutical field.

In the current context has formulated the following hypothesis: *We assume that in the analyzed field, can arise conflicts with and in various forms of manifestation that can be caused by various factors and communication is a criterion of utmost importance in this field.*

The main objective of the research is to highlight the importance of communication in the analyzed sector and to determine the sources of conflict.

The paper is an exploratory research that took place in April 2017 and uses as the main research method the quantitative method more precisely the questionnaire.

The questionnaire contains 16 questions, both closed and open, of which a total of 12 questions have the Yes / No response variable, and the others focus on the personal opinion of the pharmaceutical employees.

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### 3. Analysis and interpretation of data and research results

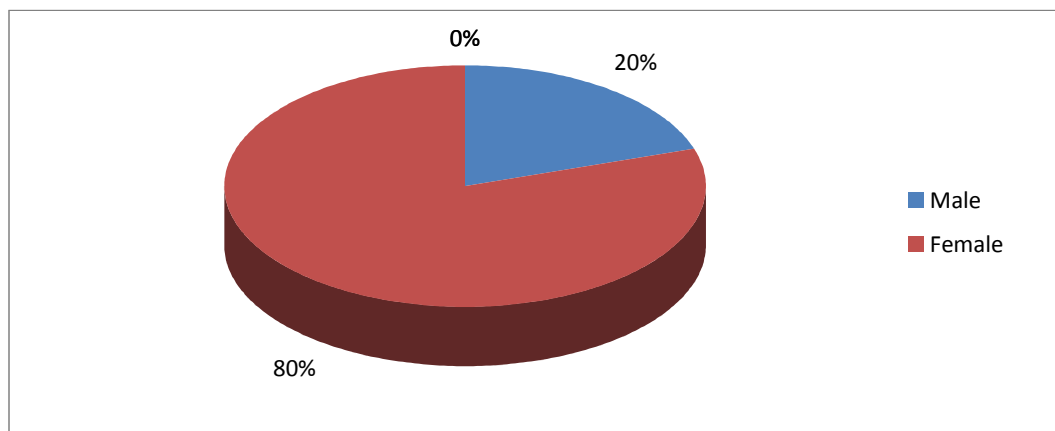
#### The socio-economic characteristics of the subjects

The research involved 14 employees from different pharmaceutical branches in Rm Vâlcea, aged 26-42, of both sexes, with the functions of pharmacist assistant / principal pharmacist. The length of employment varies from one case to another, being generally between 2 and 6 years. Their main task is the efficient management of the specific activities in this field, which presupposes continuous communication either inside the analyzed units or externally through the dialogue with the clients and may also contribute to conflicts.

**Table no.1**

<b>Characteristics of investigated subjects</b>			
<b>Category</b>	<b>Features</b>	<b>Nr.</b>	<b>%</b>
<b>Sex</b>	Male	5	20
	Female	9	80
	<b>Total</b>	<b>14</b>	<b>100</b>
<b>Age</b>	26-31	4	30
	32-38	5	35
	33-42	5	35
	<b>Total</b>	<b>14</b>	<b>100</b>
<b>Studies</b>	University	8	60
	Graduated	6	40
	<b>total</b>	<b>14</b>	<b>100</b>

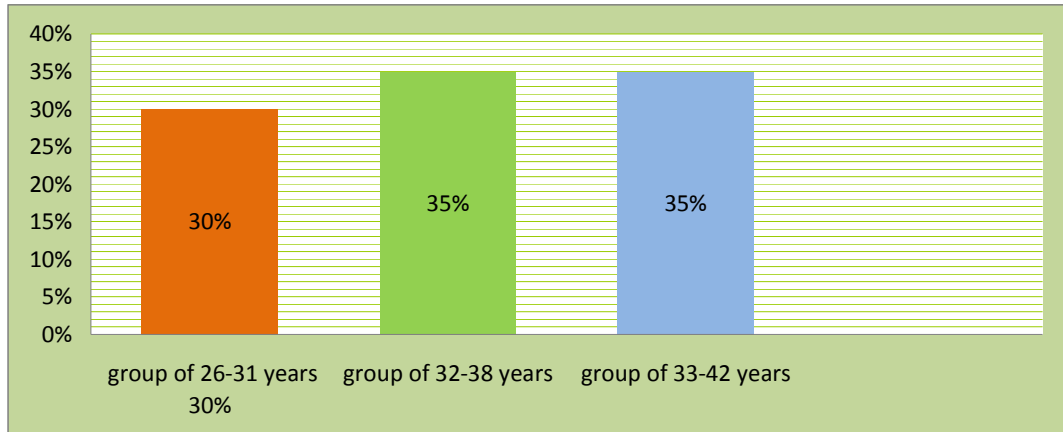
Figure nr.1 shows that 20% of the subjects are male and the remaining 80% are female.



**Figure no. 1. The percentage of subjects by gender**

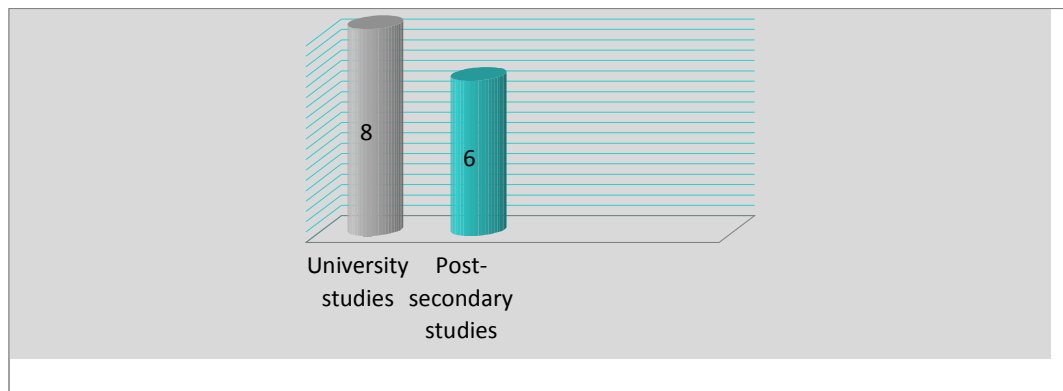
Given the demographic characteristics, subjects are divided into the following age groups:

- group of 26-31 years - 30% of the subjects;
- group of 32-38 years - 35% of the subjects;
- group of 33-42 years, 35% of the subjects.



**Figure no. 2 - Share of subjects by age**

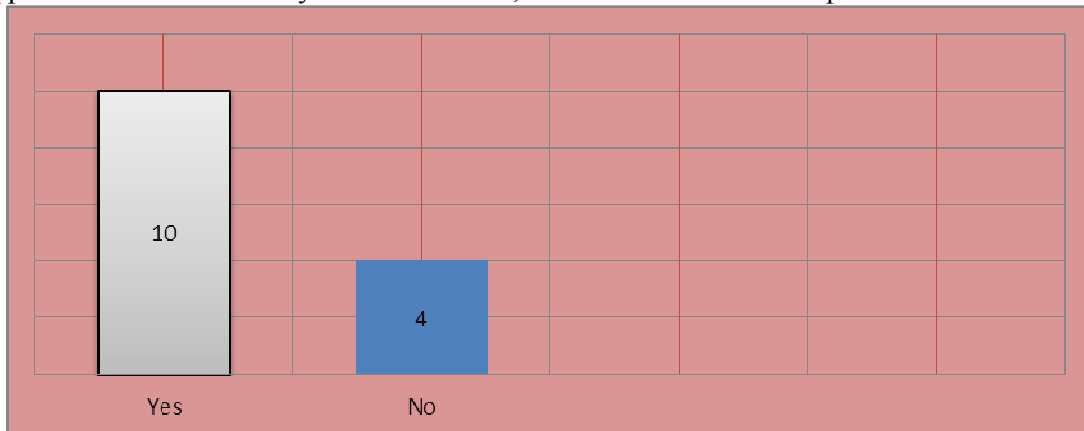
In terms of studies, 60% of the subjects have university education, 8 persons, and 40% of the subjects, respectively 6, post-secondary studies.



**Figure no. 3 - Share of subjects by studies**

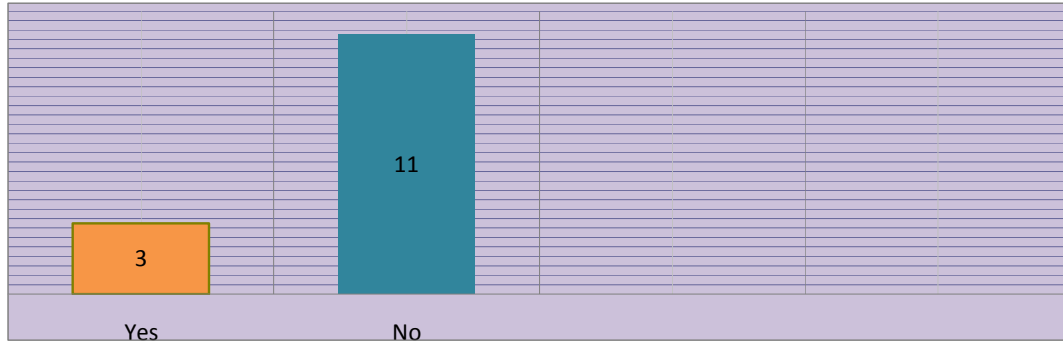
The analysis of the results obtained after applying the questionnaire to the subjects illustrates the following:

➤ **In Question no. 1** (Figure nr.4), concerning the causes that generate the conflict in the analyzed field, most of the respondents, respectively 10 of the 14 questioned responded YES and the others disagreed with this statement. What it denotes the fact that conflicts in this area also appear to arise from a variety of considerations, which seem to be of no importance.



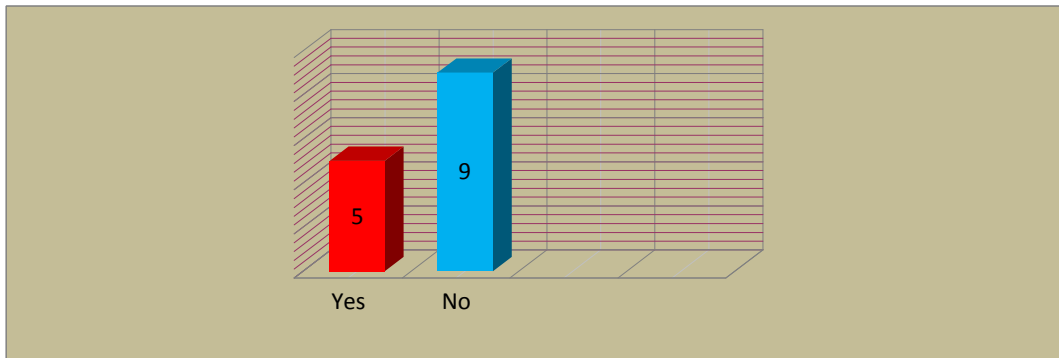
**Question no. 1**, (Figure nr. 4), *The causes that genereze, most often the conflict in your field, are: insufficient communication, feelings of not being treated properly, misunderstandings?*

In **question no. 2**, (Figure nr. 5), which aimed to reveal whether the employees in this field had conflicts with the managers of the total of 14 persons questioned, eleven persons chose the response variable NO and three persons opted for the YES variable, which indicates a quiet work environment for the branches studied where there are no misunderstandings between managers and employees



**Question no. 2**, (Figure nr. 5), *Have you had conflicts with managers?*

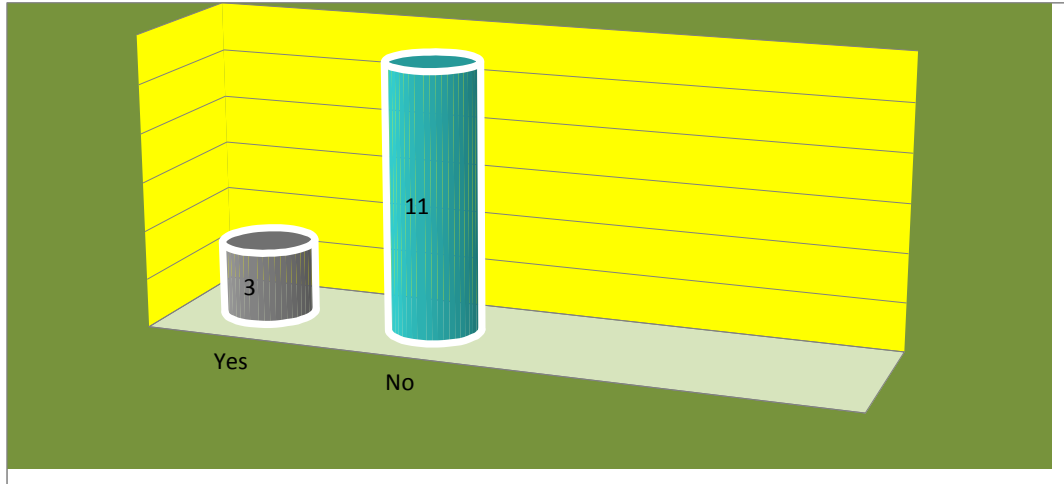
➤ **The third question** (Figure nr.6) shows that in terms of conflict involvement, 9 of the respondents say they are not involved in conflict situations, while 5 people support their involvement in the conflict.



**Question no. 3**, (Figure nr. 5), *When does a conflict situation arise in your subsidiary, do you get involved?*

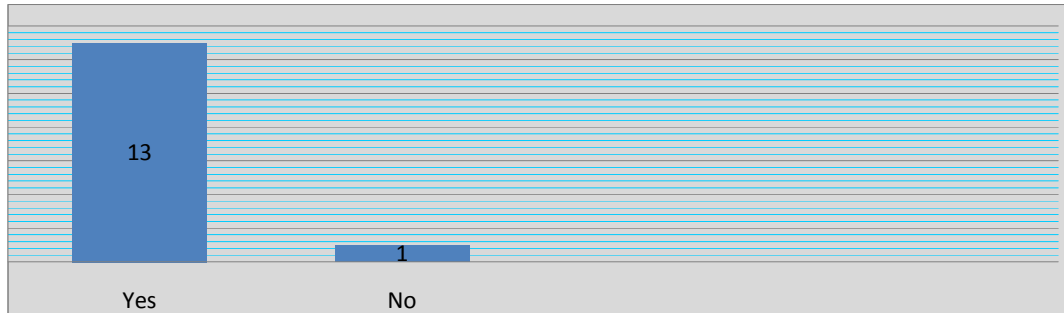
It can be understood that this aspect reflects and depends practically on the personality and vision of each of the employees.

In **question no. 4**, (Figure nr.7), regarding irritability, 11 of the respondents said they were not irritable, and 3 gave an affirmative answer.



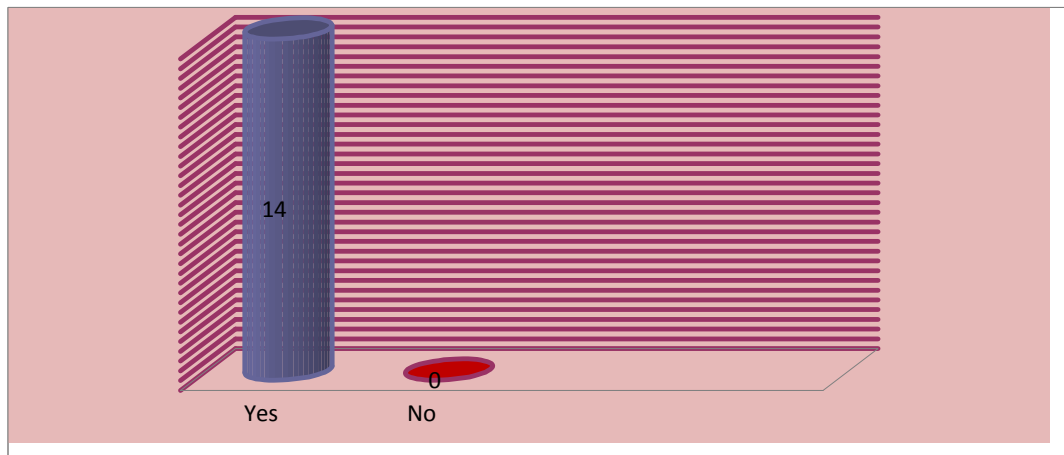
**Question no. 4,** (Figure nr. 7), *Are you a irritable person?*

Communication is an essential aspect in any activity confirmed by the results of **question no. 5** (Figure nr. 8), where 13 out of 14 people chose the variable Yes, and one person chose the variable No.



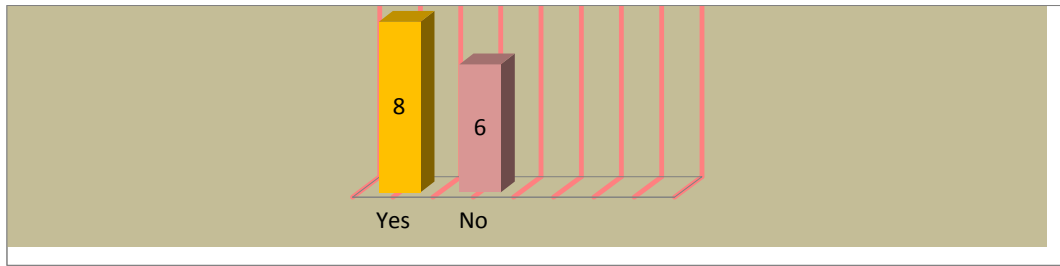
**Question no. 5,** (Figure nr.8), *Communication with your manager is good?*

The **6th question** (Figure nr.9), concerning the way of perception of the relationship between colleagues, summed up 14 affirmative and no negative answers, which shows that usually the employees in this sector have a good collaboration, the relations being cordial and open.



**Question no. 6,** (Figure nr. 9), *Relations with colleagues are usually cordial?*

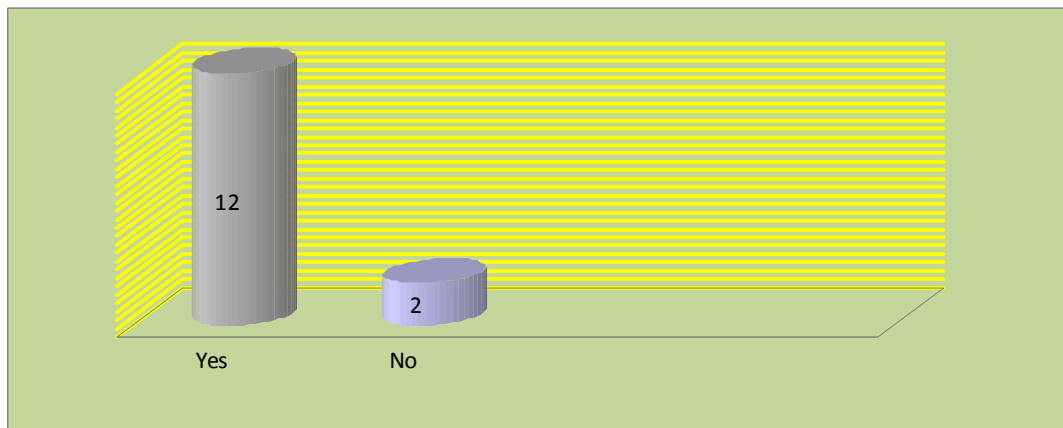
To **Question no.7**, (Figure nr. 10), where it was observed to what extent the subjects in the studied field were affected by the conflict, had 8 positive and 6 negative answers from the respondents.



**Question no.7**, (Figure nr.10), *Does it usually affect the appearance of a conflict in your subsidiary?*

Therefore, it can be noticed that regardless of the situation, although most of the employees of the analyzed field may not be affected by the occurrence of the conflict in their subsidiary.

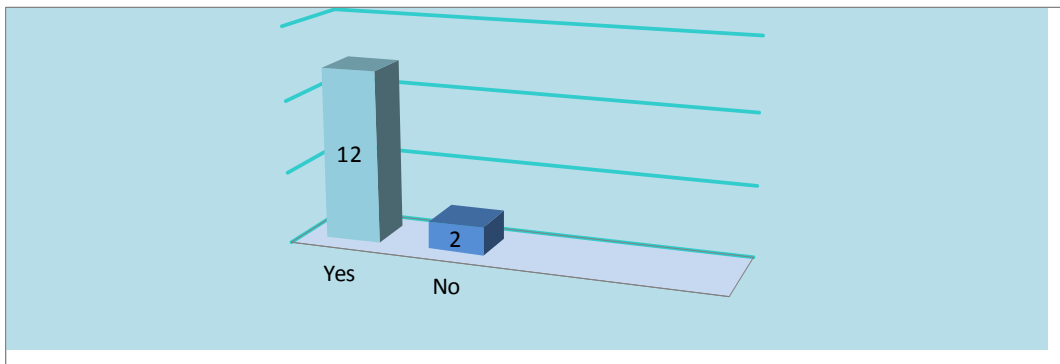
In **Question no.8**, (Figure nr.11), where the subjects had to confess or refute if they are satisfied with the current job, most of them respectively 12 opted for the Yes variable and 2 of them chose the variable No.



**Question no.8**, (Figure nr. 11) *Are you satisfied with the current job?*

It can be concluded that the employees of the subsidiaries surveyed are satisfied with the present position.

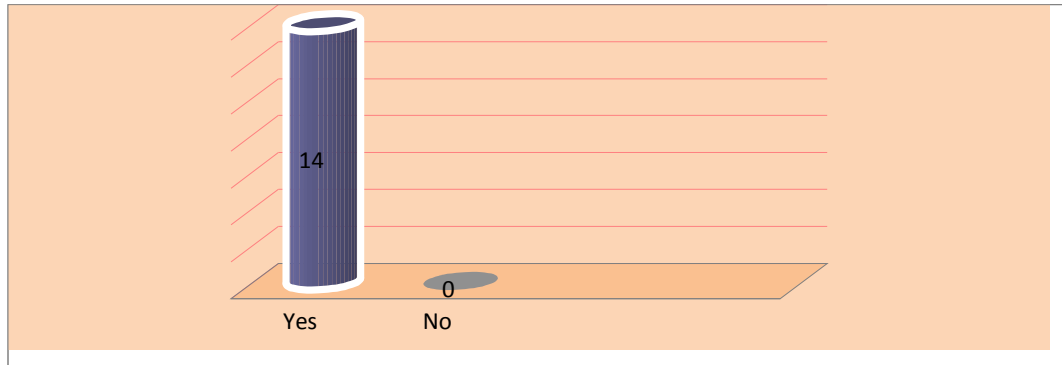
**Question no. 9**, (Figure nr.12), pointed out that at the level of the analyzed entities the subjects feel that they are part of a team thing confirmed by the score obtained exactly 12 affirmative answers and only 2 negative ones.



**Question no. 9**, (Figure nr. 12), *Within your organization, do you feel part of a team?*

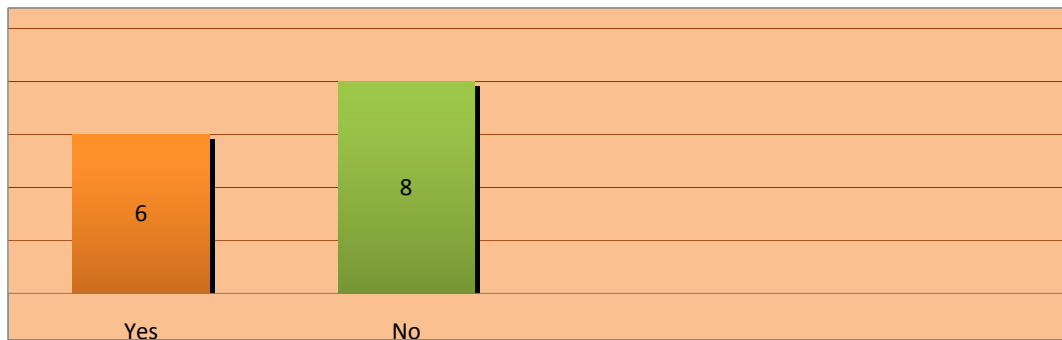
We can deduce from this that the team spirit persists in the studied branches.

➤ **Question no. 10** (Figure nr.13), regarding the way of approaching the problems in the analyzed subsidiaries revealed that all the subjects are open, and they show involvement, promptness and transparency in solving the various difficulties that have arisen, as evidenced by the maximum result 14 positive responses out of 14 possible.



**Question no. 10** (Figure nr. 13), *Problems of work or difficulties have been discussed with your colleagues and your manager. to identify possible solutions?*

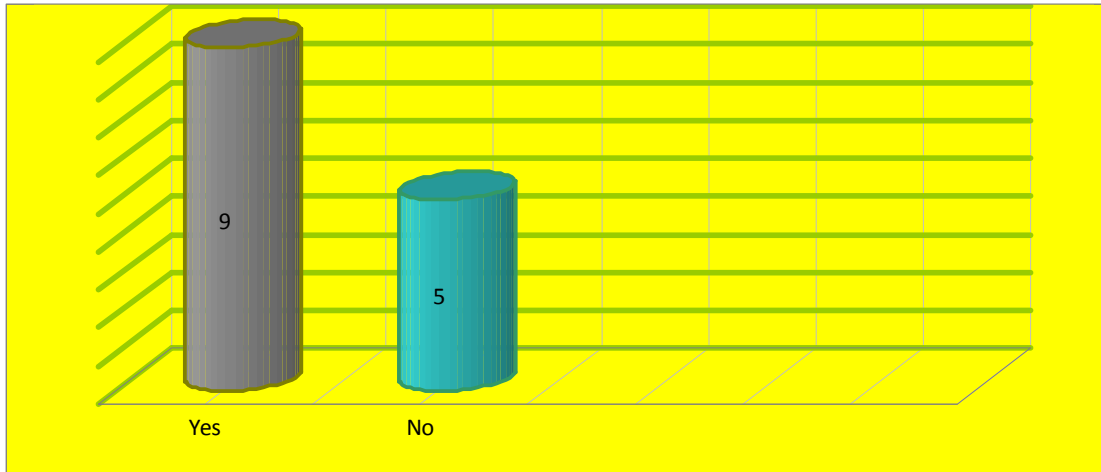
In **Question no.11**, (figure nr.14), the interviewed persons 8 chose variables No and 6 opted for Yes.



**Question no.11**, (figure nr. 14), *Are there situations where you think your opinion does not matter?*

Based on these results, we can state that within the studied field there are situations when the employee's opinion is taken into account in the pharmacy and is even appreciated and valued, but there is also some indifference regarding this aspect.

➤ For **question no.12**, (Figure nr.15), regarding the importance given by the branches studied to the organizational communication, the respondents chose in number of 9 Yes variable, and 5 variables NO.



**Question no.12**, (Figure 15), *The company you work for gives importance to organizational communication?*

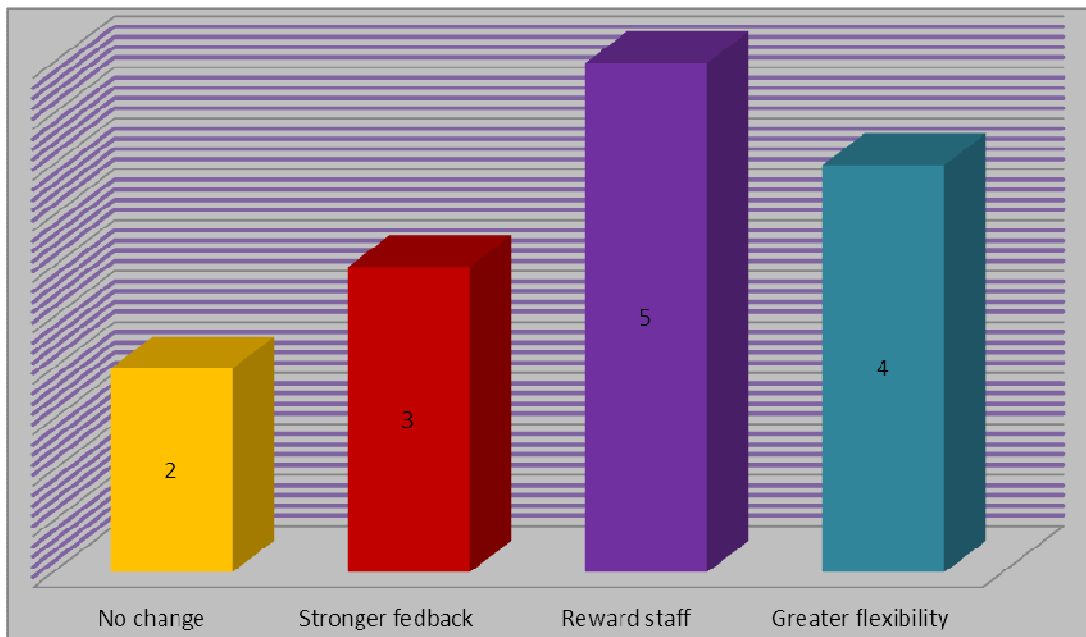
As can be seen from the answers at the level of the studied branches, there is a special concern for the organizational communication.

Regarding the questions about the personal opinion of the investigated subjects, the results were as follows:

▪ In **question 13**, (Figure nr.16), *What changes do you think are necessary to improve communication and collaboration within your branch?*

Answers have shown this:

- 2 persons considered that no change was needed in the studied branch;
- 3 claimed that a stronger feedback would be needed;
- 5 people thought it would be helpful and efficient to reward staff;
- 4 people opted for greater flexibility in activity.

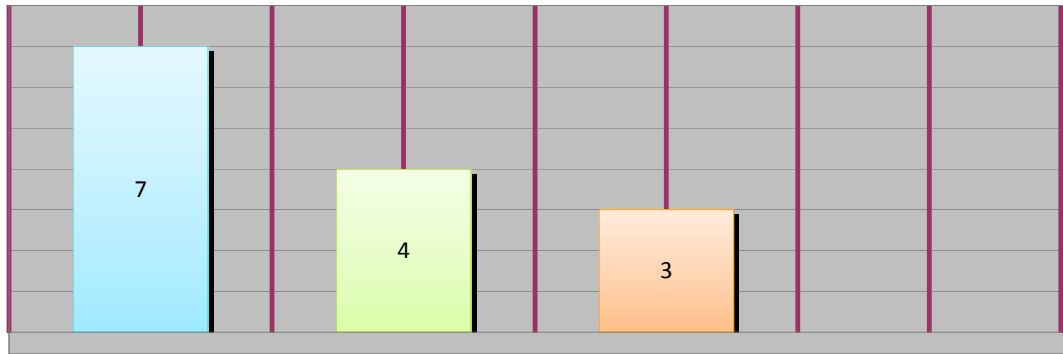


**Question no. 13**, (Figure nr. 16), *What changes do you think are necessary to improve communication and collaboration within your branch?*

Concerning the factors that lead to conflicts in the studied branches (**Question no. 14**, Figure nr.17), were recorded following opinions:



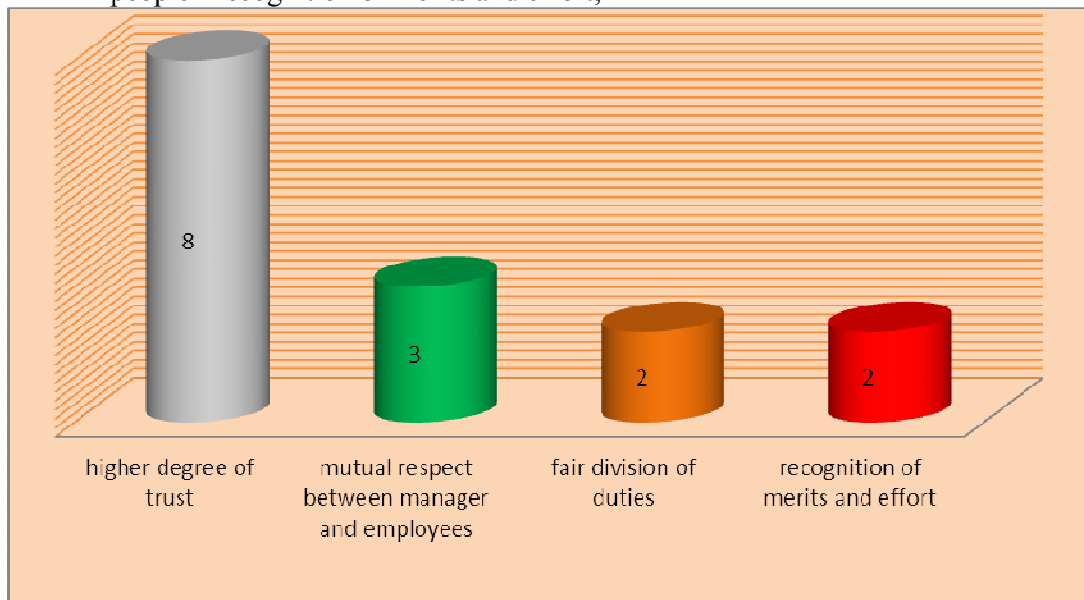
- Envy and criticism - 7 people;
- Professional stress - 4 people;
- Communication barriers - 3 people;



**Question no. 14**, Figure nr.17, *What do you think are the main factors that lead to the emergence of conflicts in your branch where you are doing business?*

**Question no.15** (Figure nr.18), How do you think it could reduce conflicts in a company? highlighted the following views:

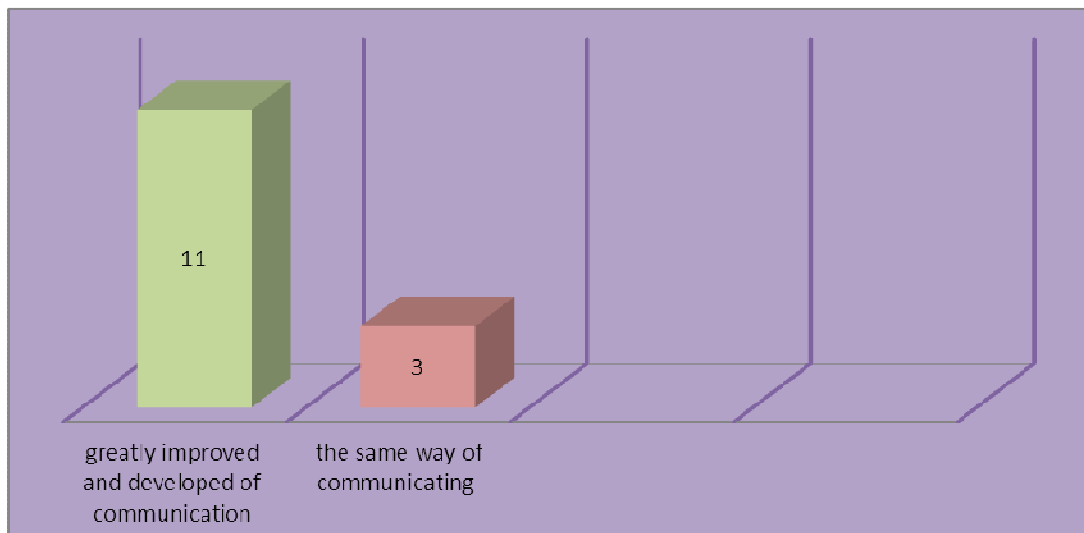
- 8 people - higher degree of trust;
- 3 people - mutual respect between manager and employees;
- 2 persons - fair division of duties;
- 2 people - recognition of merits and effort;



**Question no.15** (Figure no. 18), *How do you think it could reduce conflicts in a company?*

To **question 16**, (Figure no. 19), Have you improved your communication with others since you are engaged? the following responses were received:

- 11 people said they have greatly improved and developed their level of communication with others during their professional activity;
- 3 people claim that they have the same way of communicating with others, nor have they noticed any change in this regard since they are employed;



**Question no. 16,** (Figure no.19), *Have you improved your communication with others since you are engaged*

### Conclusions

Taking into account the results of the research, it can be appreciated that there are no conflicting states or cases in the studied branches, although according to the results there are elements that may lead to their occurrence.

Thus, the hypothesis from which we left, assuming that conflicts can break out with and in various manifestations that can be caused by various factors in the analyzed field, it is confirmed 10 of the 14 respondents are of this opinion and most of the they say they are affected by a possible conflict in their subsidiary.

At the same time in terms of results, the great importance of communication for and in this field is also confirmed 13 of the 14 persons questioned support this and also a large part of them appreciated that the pharmaceutical subsidiaries where they are employed pay special attention to this appearance.

So conflict is a reality of life, an omnipresent phenomenon that we can never manage perfectly, but we try to reduce its manifestation and intensity by various methods or techniques, and communication is undoubtedly the source principle and solution that contributes to these things.

At the same time, conflict can become a chance of maturing. The development of specific competences, both for solving conflicts, but especially for dealing with them, leads to the empowerment of individuals for their actions, and to the awareness of the consequences they have.

Overall, the ability to address conflicts in a constructive way contributes to mental and individual health and has positive effects on society in general.

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