

# The Competencies-Based Development in Pharmaceutical Industry

Kannapat Kankaew<sup>1\*</sup>

<sup>1</sup>International College Suan Sunandha Rajabhat University  
E-mail: [kunnapat.ka@ssru.ac.th](mailto:kunnapat.ka@ssru.ac.th)

## ABSTRACT

Pharmaceutical industry requires competence pharmacists who are knowledgeable with pharmaceutical skills set, and research ability. Since, these people who have to deal with their own life and well-being of others. However, the consensus competence framework has been raised and discussed among scholars, still. The competence might divide into normal and crises situations. While the standard competence should be set as a guideline for other countries to adapt with their own culture. Since, a well-trained and well-cultivated are necessary to be reliable and professional. This article based on secondary data studies from journals, articles, and relevant documents. The author aims to reflect the competencies-based human resource development in pharmaceutical business. So that, the organization and institutions could adapt and applied producing the competence pharmacist. The result skills pharmacist shown that scholars put on the effort to conceptualize the framework and define the competences. The key point is that the pharmaceutical competence should set as standard to assure the quality covering in other countries, specifically under developing, and developing countries. The development goals and process should be clearly set for the competence needed and preferred behavior expected.

**Keywords:** Human Resource Development, Competencies, Pharmacologist, Education

## Correspondence:

Kannapat Kankaew

<sup>1</sup>International College Suan Sunandha Rajabhat University

\*Corresponding author: Kannapat Kankaew

email-address: [kunnapat.ka@ssru.ac.th](mailto:kunnapat.ka@ssru.ac.th)

## INTRODUCTION

Working in the chaos environment where there are patients and pathogen that might infectious. Especially, in current situation of COVID 19 spreading which destroy the public health system worldwide. The pharmacologist is one of the occupations that is high risk to be contagious. Hence, the social distancing was implemented globally. Anyhow in Thailand, people like to buy pills from the drug store located throughout the country rather than directly consult with the doctor. And people also can buy drugs without the doctor prescriptions. Thus, only the pharmacist who diagnose, advice and providing the right treatment. Hence, the pharmacologist must well understand the reaction each of chemicals, the compatibility of different medicines, as well as providing the right medicine for buyers. Some private drug stores are quite popular, because the interpersonal skills<sup>1</sup>, and friendliness of the pharmacist. Having little conversation with the clients who buy the pills could impact their psychological state of care and warm. So, it is worth noticing that the pharmacist requires both hard and soft skills. There are various studies in competency application, and implementation for this occupation. That is including the human resources for health education as a whole. In this article, the author would like to investigate and highlight the competencies-based development for the pharmaceutical business, as one of the human resources for health.

## METHODOLOGY

The author review of the secondary literature from academic journal on competency development, documents, books. The literature study was done in accordance to data collection methods, reading, reviewing, recording, and conducting the research materials. This is to strengthen the information squeezing from literature review that is used in this article.

## DISCUSSION

The concept of competency was emerged in the era of scientific management by Taylor. It is the application of scientific process emphasis on cooperation, productivity, and developing people to their highest potential, a working standard system, and compensation<sup>2</sup>. The competency is the specific characteristic of individual causal relation of the criteria used or the performance of the work effectiveness. That is the personal characteristics derive from motives, trait, self-concept and knowledge, which lead to action of the exist skills resulting to job performance<sup>3</sup>. The team of scholars<sup>4</sup> had studied from digital databases to identify best practice of core competency to serve the needs of people affected by the disaster. The researchers found that the competencies for healthcare personnel still need the standard framework set for universally applied. Due to the healthcare personnel must confront with various types of unexpected hazards might happened. So that, the well-developed competency program for human resource in healthcare sector required. While, the educational competencies-based development prepares student to be able to perform multi complex situations, but not to the challenge's disaster, outbreak. Thought, it is seldomly occur. However, today the COVID 19 emerged which ruin all kind of business, economy and social life. People around the globe are witnesses of its destruction. Whereas, the healthcare personals worked too hard and stressful helping and fighting against the unseen virus. In the meantime, the healthcare personnel need to protect themselves whether in the lab test or curing the patients. Thence<sup>5</sup>, the study based on literature review to develop consensus the healthcare competency framework. And the researchers came up with the clarity of competency framework from aligning the behavioral and functional approaches for the future development of healthcare personnel education. That is the skills, knowledge, and attitudes are the basic competency development which lead to behavior and performance of individual demonstrating to be a competence.

Where<sup>6</sup>, proposed the competency-based training model stressed on skills, competencies, and competency standard. The training should compose of five dimensions including: organizational scanning, strategic planning, competency profiling, competency gap analysis, and development. In addition, the researcher defined the competency-based training as a training system that speared directly to the set outcomes. It would enhance the trainees increase their skill, and performance related to the standard system and process. Considering that, the competencies in 21st century<sup>7</sup> individual should consist of emotional quotient, social intelligence, cognitive intelligence which are able to develop in adults. However, the Japanese researcher<sup>8</sup> conducted comparative study 6-year program and 4- year program on ten competencies including: professionalism, communication skills, interpersonal skills, basic sciences, medical therapy management, community health and medical care, research competency, lifelong learning, and education and training. The result reveled the difference between sample group which might lead to the gap between pharmacist, patients and other position as a health worker. As a result, the quality assurance indicator on pharmacist education needs to be verify, as well as the role of Japanese pharmacist. Other scholars<sup>9</sup> have reviewed teaching competencies in healthcare higher education including: pharmacy, medicine, nursing found the educator's competency as a signal to effective learner's development compose of interpersonal skills, professional, academic knowledge, skills, and the mindset of educator.

While in the developing countries<sup>10</sup>, the researchers investigated the stakeholder's perception on new pharmacist competency in five dimensions including: patient care, professional and ethical attitude, communication and education skills, administrative skills, and research skills. The result found that the newly graduate pharmacists were not reliable having the proper research skills.

As it can be noticed from the review that scholars try to set a clear framework competency for pharmacist in which accountable and applicable worldwide. This would also enhance a perception of stakeholders in all country, especially underdevelopment, and developing countries to cope with the unexpected crisis and disasters. However, the competence to cope with the crisis might be less practical in real situation since the situation is seldomly occur. Nevertheless, the training and development on the issue of crises and disasters should be practice regularly in order to deal with the problem effectively. Even thought, the healthcare personnel including: pharmacist, doctor, nurse, and other position were professional and well handle tough incidents. For the development base on competencies<sup>11</sup>, the researcher recommended 5W1H3 model for human resource development. The one hand included: why the competency development required, what are the objectives of development, and resource infrastructure, who will take action, when it will be done, and where to procure technology and financial support. On the other hand, it is one how with three consideration on the method of competency development, application, and evaluation.

#### CONCLUSION

The author would like to point out the competency development in pharmaceutical industry that all stakeholders setting the framework, define the

competence in both normal and unexpected crisis. Thence, a clear goals set should be defined, and follow by the process of development related to the competence and preferred behaviors. The latter part is to set the best practice in education institutions, public, and private organizations. However, the cultural differences should be aware in each country and region. Such as, in Thailand<sup>12</sup> the value of public sector is an authoritative management, emphasize personal interests rather than the public. And emphasize good social relationships, rather than accomplish tasks, often lacking authorization, lack of coordination skills, does not like to face and solve problems, patronage system. It is likely the beliefs, ideas and values<sup>13</sup> of Thai people that are obstacles in the development of competencies.

#### REFERENCES

1. Kankaew, K. (2020). The Competence that Satisfy US: Agribusiness and Airlines Business Management Cases. E3S Web of Conferences, 175, 13032.
2. Nisada. (2011). Strategic Human Resource Management for Value Added. Bangkok: Golden Time Printing.
3. Spencer, M. L., & Spencer, M. S. (1993). *Competence at Work*. Singapore: John Wiley & Sons.
4. Daily et al. (2010). A Review of Competencies Developed for Disaster Healthcare Providers: Limitations of Current Processes and Applicability. *Prehospital and Disaster Medicine*, 25(5), 387-395.
5. Mills et al. (2020). Proposing a re-conceptualisation of competency framework terminology for health: a scoping review. *Human Resources for Health*, 18(15), 1-16. <https://doi.org/10.1186/s12960-019-043-8>.
6. Prabawati, Meirinawati, & Aoktariyanda. (2017). Competency-based training model for human resource management and development in public sector. *Journal of Physics: Conf. Series*, 953(012157). doi:10.1088/1742-6596/953/1/012157.
7. Boyatzis, R. E. (2007). Competencies in the 21st Century. *Journal of Management Development*, 27(1), 5-12.
8. Mamiya, T. K., & Takahashi, K. (2020). The Gap Between Competency Self-Evaluations and Expeirnced Pharmacists' Perceived Competency Evaluations Regarding the Japanses 6-year Pharmacy Education Programme. *Social Sciences & Humanities Open*, 2.
9. Walter, S., Mulherin, K., Cox, D. C. (2018). A Preceptor Competency Framework for Pharmacist, Part 2 of a 3-Part Series. *Currents in Pharmacy Teaching and Learning*, 10, 402-410.
10. Asante et al. (2017). Stakeholders' Perceptions on Competency and Assessment Program of entry-level Pharmacists in Developing Countries. *Currents in Pharmacy Teaching and Learning*, 9, 360-368.
11. Punnitamai, W. (2003). The Application of Competency Modeling for Human Resource Management: A Holistic Inquiry. School of Public Administration, National Institute of Development Administration.
12. Trerattanaset, P. (2007). The Management Value and Performance of Thailand Officials in High Position. Doctoral Dissertation Ramkhamheang University.
13. Kankaew, K. (2020). The Evolution of Agribusiness Management Values from Labor to Brain Mechanism that Shape Leadership Style. E3S Web of Conferences, 175, 13033.