

Abstract

Ethical behavior is an inseparable part of business life and can have a major impact on corporate culture in business companies and their communication with clients. The aim of this work was to find out how the behavior of sales representatives of pharmaceutical companies in pharmaceutical pharmacies is perceived, to describe the ethical aspects in this field, and then to propose recommendations for adjusting internal rules, values or ethical code in a selected pharmaceutical company. This task was accomplished by carrying out qualitative research to analyze and deeper describe how pharmaceutical assistants in pharmacies perceive the behavior of sales representatives of pharmaceutical companies. In order to eliminate the identified circumstances in this field, the proposed recommendation for the selected company is a thorough knowledge of ethical principles and the incorporation of techniques into the training program of the company that focus on empathy is proposed. In conclusion, adherence to ethical principles and the right corporate culture in the company can be considered crucial in the context of successful cooperation between the sales representative and the pharmacy.