SFZ-P5 FARMACEUTI U VREMENU IZAZOVA: RAZVOJ KARIJERE I POSLOVNIH VEŠTINA KAO POKRETAČ PROFESIONALNE OTPORNOSTI U SRBIJI

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Razvoj karijere i poslovnih (mekih) veština farmaceuta u Srbiji decenijama je bio nedovoljno zastupljen u osnovnom i kontinuiranom obrazovanju, koje je pretežno bilo usmereno na stručne kompetencije i klinička znanja. Veštine profesionalne komunikacije, samoprezentacije, upravljanja karijerom i pripreme za proces selekcije retko su bile sistematski zastupljene u obrazovanju farmaceuta.

U periodu od juna 2025. do maja 2026. sprovedena je kvalitativna studija sa 50 farmaceuta korišćenjem strukturiranih intervjua. Učesnici su regrutovani metodom „grudve snega". Kriterijumi za uključivanje bili su i. želja za promenom posla i ii. minimum dve godine rada na prethodnoj poziciji. Instrument je obuhvatio demografske podatke, 10 tipičnih pitanja iz procesa selekcije sa Likertovom skalom procene odgovora (1–4), kao i pitanja o prethodnoj pripremi za intervju.

Među ispitanicima, 45 su bile žene, a 5 muškarci, prosečne starosti 37±8,4 godina. Srednja vrednost ocena odgovora bila je 2,8±1,2. Čak 81% ispitanika imalo je poteškoće da prepozna sopstvene snage, dok je 96% preuveličano sagledavalo svoje slabosti. Većina učesnika (79%) nikada nije imala organizovanu pripremu za intervju, niti edukaciju vezanu za izradu profesionalne biografije i profesionalno predstavljanje. Gotovo svi ispitanici (96%) smatrali su ovakav vid edukacije veoma korisnim za profesionalni razvoj i povećanje samopouzdanja. Ispitanici su posebno istakli značaj praktičnih radionica, simulacija intervjua i individualnog *feedback*-a mentora.

Rezultati ukazuju na potrebu integracije razvoja karijere i mekih veština u dodiplomsko i kontinuirano obrazovanje farmaceuta radi jačanja profesionalne otpornosti i adaptacije na savremene izazove farmaceutske prakse.

SFZ-P5 PHARMACISTS IN TIMES OF CHALLENGE: CAREER DEVELOPMENT AND BUSINESS SKILLS AS DRIVERS OF PROFESSIONAL RESILIENCE IN SERBIA

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Career development and business (soft) skills among pharmacists in Serbia have long been insufficiently represented in undergraduate and continuing education, which has primarily focused on professional competencies and clinical knowledge. Skills related to professional communication, self-presentation, career management, and interview preparation have rarely been systematically included in pharmacy education.

A qualitative study was conducted between June 2025 and May 2026 involving 50 pharmacists using structured interviews. Participants were recruited through „snowball sampling". Inclusion criteria included i. willingness to change employment and ii. at least two years of experience in their previous position. The instrument included demographic data, 10 common interview questions assessed using a 4-point Likert scale (1–4), and questions regarding previous interview preparation.

Among participants, 45 were female and 5 male, with a mean age of 37±8.4 years. The mean interview response score was 2.8±1.2. A total of 81% reported difficulties recognising their own strengths, while 96% tended to overestimate their weaknesses. Most participants (79%) had never received organised interview preparation or education related to CV writing and professional self-presentation. Nearly all participants (96%) considered this type of education highly beneficial for professional development and self-confidence. Participants particularly highlighted the value of practical workshops, mock interviews, and individual mentor feedback.

The findings highlight the need to integrate career development and soft skills training into undergraduate and continuing pharmacy education to strengthen professional resilience and adaptability in contemporary pharmacy practice.

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