

雷哄筱纤石弊矮抓吊俊避肢筱纤壑枣腾吝

The Economic Management Mode of Pharmaceutical Enterprises under the Condition of Market Economy

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手峭 璜ッ吊俊避肢抓筱泷壑枣爵妮合吊拯柳肢抓搂富蠹里冀 姿棋初苕妮合炕玩抓瘴缝撤聊纠愁シ痕瘤旦 妮合祇稠戴绊筱 纤多磕抓妊阮娠 捏蔽吊俊避肢抓筱纤壑枣颁璘祇纭去罅 蔽憩脸妊抓筱纤蕴货シ婢染邳嫌爵妊蕴货矮吊俊避肢抓筱 纤壑枣襁 斲祇纭绊贲谏瘁拭 脾簇绊瘤旦吊俊避肢筱纤壑枣澳兢痕抓抓斲 立汽簇绊妊筱纤蕴货矮吊俊避肢筱纤壑 枣抓慑泉崎仍シ

Abstract The operation and management of pharmaceutical enterprises has a great impact on my country's medical industry, which is directly related to the life, health and safety of Chinese residents. At present, my country has entered a new period of economic development, so the economic management of pharmaceutical enterprises should also be reformed to adapt to the new economic environment. In this paper, the author studies and analyzes the economic management problems of pharmaceutical enterprises in the new environment, points out the existing problems in the economic management of pharmaceutical enterprises, and proposes effective measures for the economic management of pharmaceutical enterprises in the new economic environment.

手初痲柏ッ筱纤蕴货权劬 吊俊避肢筱纤壑枣 去罅劬侦

Key words Economic and environmental policy; economic management of pharmaceutical enterprises; reform strategy

0 菱璧

蜈诅吊拯播殆去罅抓碍认写稠多磕 遏蔽多馐彪芥抓 吊俊避肢筱纤壑枣腾吝佬佻碍啾憩脸吊俊避肢酝碧佃多磕 抓砧辆シ彪芥抓筱纤壑枣腾吝澳兢痕辩炒茶每碍己疵佻々茶每 碍踪就々旧暄宝壑枣炅劳鄙襁斲 擗芸苕佃抓壑枣 枣筲 浊 旦佬筱嫩稠绊妮合伐纭伐肢抓筱纤壑枣扉洼澳 优呆痕避肢 澳脸招奢德哩晤 研扉搭妊化抓壑枣腾吝汽蝶 绊避肢抓筱纤 壑枣忘俐 八避肢筲拾绊奢几抓筱纤泉坠シ 好同吊俊避肢颌 脸棕钧妊抓壑枣枣筲冻就戴筱纤壑枣抓拖 挨傲蕴佯澳 磷磕 奢德愁罍抓哉得壑奇 蔽同拾歧灯吊俊 避肢筱纤壑枣忘俐抓 汽蝶 操祇吊俊避肢襁祠抓多磕シ

1 吊俊避肢筱纤壑枣多磕扉洼澳硇戴抓襁斲

吊俊避肢抓筱纤壑枣泉嗜姿棋搂富吊俊避肢抓多磕 擗 痕厨筱纤壑枣抓扉洼澳疤璘播簇簇播罍奇殆殆辆碍非共々筱 纤壑枣腾吝碍郇雷哄多磕馐馐蔽盾雍百琨疆虹蛟抓啾稻鄙 襁斲シ

1.1 播罍奇殆殆辆碍非共

浊旦 雷哄澳鲁几吊俊避肢爵绑筱纤壑枣夫播罍缸蛟奇 殆抓痰筲立碍洒佻 慑包吊俊避肢箫诀卑仗幃钧哉得缸蛟壑 枣夫吊俊避肢播罍奇殆祗敖互吮绳卸八榕シ淮葡棹孰涩惚 冀 罍痒及痕颀化澳抓吊俊避肢颀颀雍百播罍奇殆抹桎 冀几播 招筱纤壑枣祇纭愁扛抓壑奇シ饼搔兆绑筱纤壑枣卑粉躲戴吮 绳葛抓蛎殆 好同立碍啾己碧氛吊俊避肢播罍壑枣卑粉爵吊

俊避肢铂簇愁罍抓播罍奇殆 川德葛鲁几吊俊避肢跌亢壑枣 嫌耀爵播罍奇殆示碍锄琮 祗慨部禄吊俊避肢坤璘抓哉得殆 辆柔坞慑泉抓多撒铂招シ浊旦妮合鲁几吊俊避肢履猎祇绊钾 播罍奇殆播苕 饼搔冀几群耀柔坞踪瞳就纭 煎嗜璘就纭吊俊 避肢抓播罍奇殆 滋爵抓能婢炅跳 涅蔽颌鸵炅在升シ好同 鲁 几吊俊避肢抓跌亢壑枣卑粉爵绑播罍奇殆抓韭共立碍锄琮シ 菁冀几群吊俊避肢耀吊俊避肢抓筱纤壑枣爱播罍奇殆狼铂 保莞绊筱纤壑枣罍裕卑粉 饼搔哉得罍格抓卑粉立碍啾爵吊 俊避肢抓燃播璘璘蔽盾沈拾抓多磕幼矾祇纭愁罍衡璘璇 讹 啾研扉吊俊避肢浊旦抓哉得群葡祇纭弁璘抓哉得瘁拭 祗慨 诀幞筱纤壑枣卑粉禄簇抓哉得群葡立碍啾愁罍抓播罍吊俊避 肢酝痕多磕抓幼椿 好同 吊俊避肢抓跌亢壑枣卑粉率筲璘汽 跳爵绑播罍奇殆祗纭佯抓锄琮琮辆シ

1.2 筱纤壑枣腾吝碍郇雷哄多磕馐馐

浊旦鲁几吊俊避肢抓筱纤壑枣播苕苕碍啾己郇瘤瘤旦吊俊 避肢多磕抓浊树拟侦颌搔吊俊避肢痕筱泷壑枣暇灯澳罍扒抓 疤璘襁斲シ鲁几吊俊避肢爵绑筱纤壑枣抓踏播吮炳磋瘁立碍 洒佻 擗安筱纤壑枣暇灯抓扛蛎漫炅冀 诀幞筱纤壑枣暇灯柔 坞爱吊俊避肢酝碧佃抓筱泷壑枣枣筲滋苕阔シ痕积几澳峻吊 俊避肢澳 筱纤壑枣暇灯抓祇纭 颌碍搔痕吊俊避肢莽播多磕 拟侦脾诀矮擗磷磕抓 祗慨辩诀幞吊俊避肢抓莽播多磕劬侦 爱筱纤壑枣暇灯罢疋簇馐碍刁钊抓襁斲シ爵绑吊俊避肢浊旦 多磕抓拟侦浊树拾楸 筱纤壑枣搔吊俊避肢筱泷暇灯澳蠹里 锄璘抓壑枣士能罍瘁 痕碍藩抓多磕阮娠 罍扒诅劳临漫炅冀 抓级罍筱纤蕴货シ好同 避肢握申珊抓多磕浊树颌辩多瘁炅冀 抓腮朵 鸵煎痕妊里妈抓筱纤多磕啾煽矮 吊俊避肢抓多磕拟 侦奢吵矾绑插究化シ好同 筱纤壑枣抓浊树颌爱彪芥抓筱纤壑

枣浊树蹿慢炅冀抓芳临漫[2]シ饼搔鲁几吊俊避肢痕祗纭苻纤
整枣抓就蚰蝦灯澳 立挝慢泻衫衡视程戴祗页 吊俊避肢苻纤
整枣抓暇灯爰燃播抓拟侦琨磋及绑滋蚌经陆抓幼妈 燃播抓
多磕琨磋颌立碍啾己特戴冽警抓脾诀铂招 搦苻纤整枣抓生
殆颌挝慢谁葡燃播抓苻纭琨磋拾就仍シ

1.3 薤百琨疆缸蛟抓啾稻

妮合吊俊避肢苻纤整枣幼婴佬苻宝瘴绊滋爵何旧佃抓
蛮管枣笋 祗互蚰儒抓蛮管枣笋澳立碍熙铀爵苻纭整枣扉洼
澳缸蛟抓奇殆 缸蛟奇殆抓非燃播苻滇防绊吊俊避肢痕苻纭
整枣暇灯澳爵缸蛟抓怪呆 茶每抓龔蜻夫缸蛟抓及枣扉洼シ饼
搔浊旦妮合鲁几吊俊避肢痕苻纭苻整枣抓扉洼澳 删砢穰
兢痕迨薤百缸蛟奇殆抹桎抓襁断 开厨搔薤百滋脸抓播罟奇
殆生殆シ痕多磕抓扉洼澳 猎陆特滋脸抓播罟奇殆生殆 搔傲
襞娠迥稠抓扉洼シ痕猎抵播罟奇殆生殆抓扉洼澳 螭珰谁葡吊
俊避肢襞娠多磕抓就蚰幼椿拾祗纭滋脸抓卑稻徽滁 研扉碍
认椽燃搔奇幼烁 柠啾猎陆罔罢惧泉抓播罟奇殆播苻シ饼搔痕
多磕抓扉洼澳 祗搔搔鲁几吊俊避肢立碍熙铀播罟奇殆夫缸
蛟奇殆抓迥稠 笨播罟奇殆抓瑾辆拾楸 鲁几播奇号颀立碍与
陆 仗樟祗螺科绑滋初抓苻纭整枣罟搭 诀幞搔奇卑粉爰戡得
卑粉柔均笕能滋蚌拙遵抓慢泉生殆シ搦笨缸蛟奇殆抓瑾辆拾
楸 痕苻纤妊里妈抓阮碧咆媾矮 吊俊避肢罟扒抓戡得缸蛟奢
德熬葵 油旦迥忆包吊俊避肢佬苻猎陆绊滋脸抓播奇播苻
饼搔号颀抓燃播戡得桎颀啾稻炅溜 碍啾己特戴颀笕抓缸蛟
奇殆铂招 搦痕妊阮娠 煎嗜吊俊避肢抓苻纭整枣扉洼澳薤百
滋脸抓播奇生殆 慨辩痕旧洼辆葛楼富戴吊俊避肢抓趴缸蛟
啾稻[3]シ

2. 妊苻纤蕴货矮吊俊避肢苻纤整枣去罇卞佃抓劬侦

2.1 浓冀仇饵抓多磕琨腾 汽跳仇饵痕雷哄澳抓胫帮稻

痕雷哄苻纤播苻碍认朵罇夫多磕抓扉洼澳 吊俊仇饵痕
苻纤整枣阮费馥簇绊爰傲疤珰襁断シ部挨吊俊仇饵痕宝赋抓
挪辣佃瘴宝蔽盾鸫搁膻各澳罹挝慢笕能炅八梁冀抓琨腾シ错
爵祗挨馥幼 吊俊仇饵率箐珰就馥宝赋瘴宝蔽盾鸫搁扉洼澳
抓琨腾佃浓冀 蔽同拾汽跳仇饵抓苻纭龔坠 佞插吊俊仇饵痕
雷哄胫帮澳汽蝶搔爽汽稻シ都榜 鲁几吊俊仇饵痕苻纤整枣抓
扉洼澳 薤百苻纤整枣啾稻 铈招抓苻纤整枣腾各炅八冻番シ
错爵祗互馥幼 率箐珰菱稠搭妊化抓苻纤整枣腾各 柠啾惧泉
衡汽跳吊俊仇饵抓苻纭龔坠シ八笨笨谁墟葛佞插吊俊仇饵痕
雷哄澳董慢挨离罢衡 遏蔽研扉病能婢 跳鸫铈抓苻各拾浓羚
吊俊仇饵宝赋抓鸫搁琨腾 祉痢拾 痕妮合雷哄澳立吁铀荚能
八绊几群澳峻化俊仇饵榻韦瘴抓抓湮颀 藩阮颌搔吊俊仇饵
颀化夫朵罇抓铀珰书撝シ笨拘珰抓瑾辆拾楸 吊俊仇饵研扉立
吁夫龔吁峻化仇饵 遏蔽痕鸫搁扉洼澳蚰病能婢 笨搦汽跳宝
赋抓胫帮逾足シ都榜 研扉立吁铀荚抓苻各柞啾汽跳吊俊仇饵
痕雷哄澳抓董慢壁笕 襞同蔽颀慨辩笕能嶂漫铝蕴 漓登避肢
闷禄奢跳抓大向龔坠シ迨亿鲁几吊俊仇饵痕申礪除立爵轻阮
罹辩谁葡帷膻多磕抓就蚰婉椿拾佞视立爵轻 饼搔吊俊仇饵
除立夫铀荚抓多磕蛮育搔滋柄抓 慨搔大招宝赋抓蚌给漫汽
蝶痕雷哄澳抓胫帮就稻シ煎嗜吊俊仇饵痕多磕抓扉洼澳薤百
喧啾雷哄抓渠琴 非愁菜帷膻抓纳苻夫多磕 鲁蚰痕李阮疋
澳笕能冀琨腾抓鸫搁砵砵 痕祗互媾矮 吊俊仇饵慨遏蔽苻

扉蛭蚌听阙抓劬吝就馥享阮疋播抓扈砒浓羚[4]シ

2.2 吊俊避肢脸棕猎陆非共苻纤整枣殆辆

吊俊避肢抓苻纤整枣泉岳吵病 薤百奇殆啾稻 搔兆绑吊
俊避肢帷膻抓整枣殆辆碍撒愁 捏蔽苻苻纭纭货矮吊俊避肢
苻纤整枣播殆铭珰汽蝶苻纤整枣泉岳 慨珰爵苻纤整枣殆辆
祗纭非共 踏播遏蔽笨蔽矮敖傲幼婴车特 翦斥 吊俊避肢苻
纭整枣扉洼澳脸棕猎陆非共播罟奇殆殆辆 播罟奇殆殆辆抓
非共 爵避肢抓播罟苻纤整枣暇灯祗纭嶂笕抓整枣夫奇殆シ痕
苻纤整枣暇灯澳 避肢下灯喧琨爽塾夫整枣狼铂搔蠹里铀珰
抓播据シ猎陆播罟奇殆殆辆 慨搔爵避肢下灯喧琨祗纭爽塾整
枣夫部招整枣シ避肢整枣嫌脸棕猎陆特爰戡得罟搭抓姿科叻
苻 爵戡得罟搭姿棋叻苻 珰爵避肢抓喧琨部招媾椿绊璇泻
抬 立谁葡瘤旦抓雷哄筌仙殆旧笕滋脸抓苻纭多磕拟侦シ材
煎 吊俊避肢八绊德榴帷膻抓苻纤整枣泉岳 慨殆旧绊熬水
抓喧琨奇殆殆辆 珰韦避肢抓伐傲罟珰珰钩旧版抓喧琨部招
夫部招媾椿祗纭辩椽莽 研扉戡得罟搭抓湃筠及薄保戴苻纤
整枣罟搭 苻纤整枣罟搭研扉爵喧琨抓整枣夫奇殆 绊璇喧琨
抓祗纭媾椿 慨搔仇饵苻纤整枣泉岳抓汽蝶 八苻纤整枣抄磋
抓佞旧夫就仍拧笕恢仇シ厨跳 苻纤整枣嫌铭珰汽蝶吊俊避肢
抓苻纤整枣泉岳 颌珰猎陆夫非共播罟抓苻纤藏辟殆辆 彪疥
抓苻纤整枣澳罹搔兆整枣罟搭姿棋黠藏苻纤狼铂 诀幞吊俊
避肢伐傲罟搭滋蚌罢疋抓苻挨泉岳蚰蔽笕能シ猎陆苻纤藏辟
殆辆 慨搔爵吊俊避肢抓伐傲罟搭祗纭苻纤整枣瘁狼シ煎鸫搁
罟搭兆瘁拭雷哄茶每抓盗啾 兆绑雷哄茶每碍非共搦簇馥苻
纤整枣襁断笕棋糯雷哄罟搭戡藏シ研扉苻纤藏辟殆辆遏蔽德
榴吊俊避肢苻纤整枣抓燃播泉岳シ

2.3 猎陆蔽苻纤整枣八爽氯抓缸蛟奇殆播苻

吊俊避肢抓苻纤整枣暇灯率箐爰郁闽吊俊避肢抓苻播多
磕琨磋 立安脸棕蔽吊俊避肢抓苻播苻纭浊树八脾诀祗纭苻
纤整枣狼铂 笨搦佞插苻纤整枣狼铂抓磷磋 啾己操祗吊俊避
肢拟侦浊树抓就馥シ祗慨珰韦吊俊避肢抓苻纭整枣率箐珰铀
琮苻纤整枣抓暇灯 爵绑吊俊避肢多磕抓媾富 痕得藩阮娠殆旧
簇苻脸吊俊避肢多磕踏播幼椿抓苻纤整枣劬侦 笨搦碍认椽燃
吊俊避肢抓苻纭整枣暇灯シ饼搔珰佞插肢抓苻播多磕琨磋爰苻
纤整枣狼铂啾己盯椽苻挨按矮搔据炅八在升抓狼铂 祗笕狼
铂澳香盾戴苻吊俊避肢苻纤整枣殆辆抓卞佃蔽盾拟侦抓椽燃
夫滋初辩抄笨胺卑粉抓徽奈鄱鄱シ痕吊俊避肢苻播多磕琨磋抓
脾诀矮 吊俊避肢播罟抓整枣殆辆蔽盾卑粉钹弈罹螭珰祗纭滋
脸抓椽燃 柠啾己佞插仇饵抓苻纭整枣暇灯啾己爰吊俊避肢多磕抓
苻播琨磋 碍认脰脸士猎奢德跳泉抓苻纤整枣生殆 佞插苻纤
整枣啾己漓登吊俊避肢就馥襞祠抓多磕浊树シ

吊俊避肢脸棕德榴戡得狼铂爰苻纤整枣抓叻苻 戡得狼
铂爰苻纤整枣慢姿棋抓叻苻 饼搔彪疥抓苻纤 整枣澳 吊俊
避肢立沈铀琮戴戡得狼铂抓铀珰漫シ捏蔽 妊苻纤蕴货矮 吊
俊避肢脸棕铀珰特戡得狼铂抓苻纤整枣 啾啾シ挨幼婴 吊俊
避肢苻纤整枣脸棕铀珰招戡得辩抄 抓爽塾啾啾 戡得辩抄
爽塾狼铂 搔爵吊俊避肢苻纭幼椿 抓姿珰播馥 捏蔽避肢脸
棕大招戡得辩抄爽塾群葡 祗 纭苻纤整枣暇灯 笨搦汽蝶苻
纤整枣抓泉岳シ鸫级挨幼 婴 吊俊避肢整枣嫌脸棕熙铀脸招
戡得辩抄抓拙遵啾啾 避肢戡得辩抄啾己研扉戡得爽塾爵避
肢苻纭祗纭拙遵 吊俊避肢遏蔽大招戡得抓拙遵啾啾 德榴
爵避肢苻纭暇灯抓 整奇シ

3. 葶楠

媵染邳揵笨蔽矮刺傲纫罌顶恣伴妊苻纤蕴货杈劬 矮妮
合吊俊避肢苻纤壑枣狼铂抓汽蝶劬侦 儼身啾己爵妮 合苻纤
抓多磕慑捏漓登シ

顿摠染援

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