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GENDER ISSUES IN THE CONTEXT OF ECONOMIC RELATIONS

ГЕНДЕРНІ ПРОБЛЕМИ В КОНТЕКСТІ ЕКОНОМІЧНИХ ВІДНОСИН

The article discusses the problems of inequality between men and women in the economic sphere. The authors point out that gender inequality in the economy not only violates women's rights, but also hinders economic development. It is emphasized that increasing women's participation in the economy can lead to Gross Domestic Product growth and a reduction in poverty levels. The authors emphasize that governments can enact laws and programs, while businesses can take measures aimed at eliminating discrimination in the workplace, increasing the number of women in leadership positions, and providing paid leave for child care, as well as increasing women's access to education and financial resources. The problems and trends of the influence of gender policy on the economy are clarified, ways to improve the development of gender policy in the context of economic relations are proposed. The main gender problems in the interrelation and interdependence with economic relations in Ukraine are considered. The article underscores that addressing gender inequality in the economic sphere is a key factor in achieving sustainable development and prosperity for society.

Key words: gender policy, economics, economic relations, discrimination, management.

У статті розглядаються проблеми нерівності між чоловіками і жінками в економічній сфері. Зазначається, що жінки в усьому світі часто стикаються з дискримінацією на робочому місці, отримують нижчу заробітну плату та мають менший доступ до кар'єрних можливостей. Автори звертають увагу на те, що гендерна нерівність в економічній сфері не лише ущемляє права жінок, а й стримує економічний розвиток країни. У статті наводяться дослідження, які показують, що збільшення участі жінок в економіці може призвести до зростання внутрішнього валового продукту, скорочення бідності та розбудови демократичного суспільства в цілому. Ця проблематика особливо актуальна у реаліях сьогодення. У статті обґрунтовано роль урядів та бізнес-структур у вирішенні проблем гендерної нерівності. Автори підкреслюють, що уряди можуть приймати закони і програми, спрямовані на ліквідацію дискримінації на робочому місці, а також збільшення доступу жінок до освіти і фінансових ресурсів. Бізнес-структури можуть вживати заходів щодо створення рівних можливостей для жінок і чоловіків на робочому місці, включаючи збільшення кількості жінок на керівних посадах і надання оплачуваної відпустки по догляду за дитиною. Наведено приклади впливу гендерної політики на економіку різних країн. Проаналізовано позитивні та негативні сторони побудови гендерних відносин, а також причини їх невідповідності основам демократичного суспільства. З'ясовано проблеми та тенденції впливу гендерної політики на економіку, запропоновано шляхи вдосконалення розвитку гендерної політики в контексті економічних відносин. Розглянуто основні

гендерні проблеми у взаємозв'язку та взаємозалежності з економічними відносинами в Україні. Проаналізовано основні тенденції розвитку гендерних відносин з економікою в Україні. Запропоновано шляхи вирішення гендерних проблем у контексті економічних відносин в умовах глобалізаційних викликів та побудови сучасного демократичного суспільства. У статті обґрунтовується, що вирішення проблем гендерної нерівності в економічній сфері є ключовим фактором для досягнення сталого розвитку та процвітання суспільства.

Ключові слова: *гендерна політика, економіка, економічні відносини, дискримінація, управління.*

Problem statement. Gender issues and questions related to gender policy in the context of economic relationships are highly relevant in today's world because unfair gender stereotypes, discrimination, and inequality between men and women exist in many areas of life, including the economy. One of the main problems is the unequal access to resources and opportunities in the field of economics. Women often face restrictions when searching for jobs, obtaining higher education, obtaining credit, and accessing financial resources. In addition, women often receive lower wages than men for the same work. Another problem is the unfair distribution of responsibilities for family care and household chores between men and women, which leads women to often choose between career and family life. There is also a problem of a lack of women in high-paying managerial positions and in politics, indicating a lack of equality and opportunities for women in society and the economy. The scientific task of this article is to study gender issues in economics and to search for ways to address these issues. Special emphasis is placed on issues related to ensuring equal opportunities for women and men in the field of economics. Practical tasks that can be solved based on the results of this research include the development of programs and policies aimed at increasing women's employment levels and wages, creating equal opportunities for women in education and access to financial resources, as well as supporting work-life balance between career and personal life.

Analysis of recent research and publications.

The democratization of public life poses modern challenges in addressing gender policy issues. Gender inequality, as well as interrelationships with economic objectives, have been addressed. Many scholars are known for their work in the field of gender inequalities, economics and gender, economic policy and gender studies, namely Bella Abzug, Nancy Freudenberg, Judith Butler, Lauren Bernstein, Rau Batra, Esther Duflo, Raghuram Rajan and others [9; 10]. In addition, such Ukrainian scientists as N. Kobrynska, O. Kiselova, I. Kalinichenko, L. Furs, K. Korosteleva, O. Bondarenko, N. Levchuk, I. Lukianenko, O. Nechiporenko, I. Dronova, O. Havrylychuk, O. Ivanyuta, I. Kyzyma, S. Lyalkov, A. Makhnovets and others also explored gender and gender issues in the economic sphere [1; 3; 5–8]. However, there remain many unresolved issues regarding the interaction of gender policy and economic relations in society, the degree of women's influence on the economy, and limited access to financial resources for businesses, wage levels, and so on.

The aim of this article is to investigate the interconnection of gender issues and economic

relations, analyze gender aspects in the economy, identify gender inequalities in the economic sphere, and examine possible ways to overcome them. The main objective of the article is to provide up-to-date information and existing trends in the field of gender economics and analyze possible ways to improve the situation in this area.

Presentation of the main material. In modern society, gender politics is becoming increasingly important. Every day, we hear about the importance of fighting for equality and combating gender discrimination. However, despite all efforts, gender policy issues still exist, especially in the economic sphere.

One of the main economic problems in gender politics is the injustice in pay. Women receive lower wages than men for performing the same job. This phenomenon is called the "gender pay gap." This problem has far-reaching consequences for women and their families. Low wages for women lead to them earning less and being able to afford less than men [1]. This also means that women have fewer opportunities to accumulate wealth and invest in their own future and the future of their children.

Another economic problem related to gender politics is inequality in employment opportunities [2]. Women often face problems accessing high-paying and highly skilled positions in various sectors of the economy. This is due to traditional notions of gender roles in society, as well as a lack of strong support from government and the business sector. In addition, women also face problems accessing credit and other financial instruments. In many cases, banks and other financial organizations face gender discrimination when making decisions about lending and other financial services. This can lead to women being left without the necessary resources to start and develop their businesses or to invest in business.

All these problems related to the economic aspects of gender politics have a serious impact on the lives of millions of women around the world. They can limit women's access to economic resources and opportunities necessary for achieving financial stability and independence [3]. They can also worsen the quality of life for women and their families and lead to increased inequality between men and women.

Women play an important role in democratic society. They are an integral part of society and have the right to equal participation in political life, decision-making, and lawmaking. Gender equality is one of the fundamental principles of democratic society, enshrined in many international documents [4; 10]. Various directions of gender policy are relevant in modern society, aimed at achieving gender equality

and reducing discrimination based on gender identity. Some of them include:

- equality (aimed at eliminating all forms of discrimination based on gender identity and achieving equality for all people, regardless of their gender identity);
- accessibility (ensuring equal access for all people to resources and services, including education, healthcare, employment, and other forms of social protection);
- representation (increasing the representation of women and other minority gender groups in the political, economic, and social life of society, as well as ensuring their participation in decision-making);
- education and awareness (aimed at increasing awareness of gender equality and discrimination issues, as well as ensuring quality education for all people equally, regardless of their gender identity);
- fighting violence (this direction of gender policy is aimed at combating violence based on gender identity, including domestic violence, violence against women, violence based on sexual orientation and gender identity, and other forms of violence);
- work and income (increasing income levels and improving working conditions for all people, regardless of their gender identity, as well as eliminating gender inequality in pay).

These and other directions of gender policy help to ensure equal opportunities for men and women, for all members of society. Gender policy is relevant and significant in many countries around the world as it aims to create equality and justice for all people, regardless of their gender. However, there are countries where gender policy has become particularly significant, such as Sweden, Iceland, Norway, Canada, Rwanda, and others.

Sweden is often regarded as a leader in gender policy. In 2014, they became the first country to introduce a law on mandatory quotas for women in government. Additionally, regular research and monitoring on gender equality are conducted in Sweden.

Iceland is one of the most gender-equal countries in the world. In 2018, Iceland became the first country to legislate equal pay between men and women.

Norway is also one of the leading countries in gender politics. In 2003, they implemented a quota for women in government and parliament, leading to an increase in the number of women in politics.

Canada is one of the countries that has been actively working to improve gender policy in recent years. In 2018, they introduced a gender equality policy that includes measures to support women in the workplace, prevent violence against women, and expand access to healthcare and education.

Rwanda became the first country in the world where women hold more than 50% of parliamentary seats. Rwanda is actively working to increase women's participation in politics and the economy.

These are just a few examples of countries where gender policy is relevant and significant, but many other countries are also working in this area. Despite the fact that gender policy is recognized by the

majority of countries in the world, gender inequality still exists to varying degrees in many parts of the world. Some countries not only do not recognize gender policy, but are actively denying gender rights and equality.

Saudi Arabia is one of the most conservative countries in the world. There are many restrictions on women's rights in the country, including a ban on driving and a requirement for a husband's consent to obtain education and many other things. In Afghanistan, women face many restrictions on their rights, including limitations on education and employment. In Iran, laws restrict women's rights, including limitations on employment and participation in politics. In Pakistan, women face various forms of violence and discrimination, including honor killings, limitations on education and employment. In Nigeria, women also face various forms of discrimination and violence, including forced marriages, child marriage, domestic violence, and human trafficking.

These are just a few examples of countries where gender inequality still exists and where gender policy is not recognized. However, it should be noted that many other countries also face varying degrees of inequality issues.

The implementation of gender policy directions may face various challenges, including: lack of understanding and support from society and government; insufficient funding; difficulty in measuring progress; cultural differences; limited access to education and information; insufficient participation of women in decision-making; inequality in employment and wages. Some individuals and groups may not accept gender policy and see it as a threat to traditional values. This can lead to resistance and obstacles in implementing gender programs and initiatives.

Although gender policy is recognized by many countries, funding for it may be insufficient for the full implementation of gender programs and initiatives [4].

Measuring progress in implementing gender programs and initiatives can be a challenging task, as the effects of changes may be ambiguous and not always easy to determine. Cultural differences between regions and countries can mean that gender policy is not always universal and may require an individual approach in each case. Access to education and information may be limited for many women and girls, making it difficult for them to participate in gender programs and initiatives [5].

The lack of women in political and economic leadership roles can hinder the implementation of gender programs and initiatives. Inequality in employment and wages between men and women can hinder the achievement of gender equality.

These are just some of the possible problems associated with the implementation of gender policy. Addressing these issues may require a comprehensive approach and interdisciplinary work by various stakeholders.

In recent years, Ukraine has also seen positive modern trends in the development of gender policies aimed at improving the status of women and drawing

attention to issues of gender discrimination [6]. Ukraine has adopted a number of laws aimed at protecting women's rights and combating gender discrimination, such as the Law "On Ensuring Equal Rights and Opportunities for Women and Men," the Law "On Prevention and Combating Domestic Violence," and others. Gender expertise is actively developing in Ukraine, which allows for the evaluation of gender sensitivity in legislation, budget programs, and other political decisions. The representation of women in political life, including the national parliament, municipal authorities, and others, is increasing in our country.

Furthermore, Ukraine has begun to develop and implement gender statistics systems, which allow for the assessment of gender inequality in various areas of life. The media actively covers issues of gender discrimination and violence against women, which contributes to raising public awareness of these problems.

The development of women's entrepreneurship is supported by the state, which contributes to increasing women's economic activity and improving their position in society [7].

These trends indicate that gender policy in Ukraine is actively developing and moving towards achieving gender equality and eliminating gender discrimination. Unfortunately, the war in Ukraine has had a significant impact on gender policy in the country. The conflict has increased the vulnerability of women, especially those living in conflict zones, and exacerbated problems of gender inequality.

In areas within the conflict zone, women often remain without work and means of subsistence, leading to a deterioration of their economic situation. They are also subject to violence, including sexual violence, which is used as a weapon of war. In addition, the war in Ukraine has increased the role of women in peacekeeping operations and humanitarian aid. Women have become more active in peacekeeping missions, including organizations such as the International Committee of the Red Cross, and are providing assistance to refugees and internally displaced persons.

Thus, the war in Ukraine has had a significant impact on gender policy in the country, leading to an increase in the role of women in peacekeeping operations and humanitarian aid, as well as to a strengthening of public awareness of gender issues. However, the war has also exacerbated problems of gender inequality and vulnerability for women in conflict zones.

In the sphere of economic relations, there are numerous gender issues, including unequal opportunities for women and men in obtaining education and professional training, as well as unequal pay. Women are often limited in their choice of profession due to social constraints and stereotypes about the role of women in society, which leads to unequal distribution of resources and opportunities in the economic sphere. On average, women earn less than men, even when they perform the same job. This is due to the presence of a gender pay gap,

which manifests in the difference in pay between male and female positions and discrimination [8].

Furthermore, there are many reasons why men are more likely to occupy high positions in the management system, namely socio-cultural stereotypes, a lack of women candidates for positions, differences in career choice, and insufficient attention to gender equality issues. In society, there are stereotypes that men are better suited for leadership positions than women. These perceptions can lead to discrimination against women in the workplace and limit their opportunities for career advancement. In certain industries and sectors, there is uneven distribution of men and women, leading to a predominance of men in managerial positions. This may be due to the fact that women are often concentrated in other areas of work where opportunities for career advancement are limited.

Some professions are more popular among men, while others are more popular among women. This can lead to men having more work experience and management skills, while women may be less competitive when considered for management positions. Some organizations do not pay enough attention to gender equality issues and do not make sufficient efforts to eliminate discrimination in the workplace and create equal opportunities for all employees. This can perpetuate gender inequalities in the management system. Increasing women's participation in the economy can lead to an increase in Gross Domestic Product (GDP) and a reduction in poverty levels for several reasons. Increasing the number of women in the workforce can contribute to an increase in labor productivity and production. Studies show that increasing women's participation in the economy can lead to a GDP growth of up to 5% [9].

Women typically spend a significant portion of their income on the education and health of their children, which in turn increases the human capital of a country. This can lead to higher levels of education and health among the population and increased labor productivity. Increasing women's participation in the economy can contribute to greater equality and justice in society, which in turn may lead to a reduction in social tension and poverty. Increasing the number of women in business and in leadership positions can lead to greater innovation and diversity in production and a reduction in the risk of financial crises. Overall, increasing women's participation in the economy can lead to more stable and sustainable economic development, which in turn can contribute to reducing poverty and improving the welfare of society.

Governments can also enact laws and programs aimed at eliminating discrimination in the workplace and increasing women's access to education and financial resources. Businesses, in turn, can take measures to create equal opportunities for women and men in the workplace, including increasing the number of women in leadership positions and providing paid leave for childcare. Globalization processes in the world also profoundly affect the

socio-political landscape in all areas of building a democratic society, including gender policy.

In the context of globalization, the trends and prospects for building a modern society in the field of gender policy will be of significant importance for society as a whole, as this will mean more equal opportunities for men and women, as well as improved quality of life and prosperity for all [10].

One of the key trends in gender policy is the increasing awareness of issues related to inequality between men and women, and the need for change to achieve a more just and equal society. This awareness and understanding should lead to more active participation of society in the discussion and development of gender policies, which in turn should lead to more effective solutions.

Another trend is the increasing number of women in leadership positions in various spheres of life, including business, politics, and scientific circles. This will help overcome stereotypes and habits associated with perceptions of women's role in society, and create a more equal and diverse public environment.

One can also expect an increase in the number of programs and projects aimed at supporting women in various areas of life, such as education, healthcare, science, technology, and more. These programs will contribute to eliminating gender discrimination and help women achieve better positions in society. In addition, work will continue to increase awareness and understanding of gender issues among young people. Schools and universities will pay more attention to these issues so that students can understand and address issues of gender equality and discrimination. Thus, modern society should continue to strive to ensure equality and justice for all, regardless of gender, social status, or country.

Conclusion. Gender issues in the context of economic relations emphasize the importance of accounting for gender differences in economic analysis and decision-making to build a more equal, fair, and democratic society. Differences in wages between men and women, inequality in access to financial resources, low levels of female participation in the economy, and obstacles faced by women who wish to start their own businesses in the context of globalization are gradually being leveled. Additionally, increasing women's participation in the economy can lead to GDP growth and poverty reduction through increased labor productivity, human capital enhancement, and reduced social tension. It is

emphasized that there is a need to increase women's participation in the economy and create a more equal and fair society where men and women have equal opportunities and access to resources. This can lead to sustainable and stable economic development, increased social welfare, and reduced poverty levels.

A comprehensive approach is required to address these economic gender issues, including not only government programs and policies but also public campaigns and efforts from the business sector. Furthermore, it is necessary to create equal opportunities and conditions for women in the workforce and financial activity, as well as to increase public awareness and consciousness about these issues.

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