

Conclusion. Having examined more than thirty blog posts, reviews and forum answers, it was very pleasure to realize that most of them are generally positive. The authors who spend some time in Ukraine do not associate this country with war, danger and total poverty anymore. Vice versa, they consider Ukraine as hospitable country with very open- and true-hearted nationals. Moreover, it is worth to emphasize, that Ukraine should provide the policy, which would conduct more powerful tourist flows in order to change the impression of foreigners about Ukraine. In other words, if Ukraine allows foreigners to learn more about its rich culture and its amazing citizens, the associations with Ukraine of those people who never were in this country will definitely change.

References

1. Institute of World Policy (2015). What do EU citizens think about Ukraine?, Report, Kyiv Access mode — <http://iwp.org.ua/>
2. Katie Matthews (2016). Is Ukraine Safe For Travel? First Impressions & Trip Planning Resources. Blog post Access mode — <http://www.wandertooth.com/is-ukraine-safe/>
3. Katie Matthews (2016) «Closing Thoughts on Ukraine: It’s Complicated» Blog post Access mode — <http://www.wandertooth.com/ukraine-travel-thoughts/>
4. Lisette de Roche (2015). Democratic bureaucracy versus corruption. Blog post Access mode: — http://www.bbc.com/ukrainian/blogs/2015/07/150724_blog_double_vision_lisette3_eng_it
5. What about Ukraine? Access mode — <https://geert-hofstede.com/ukraine.html>
6. What do Americans think of Ukrainians? Quora forum. Access mode — <https://www.quora.com/What-do-Americans-think-of-Ukrainians>

Sinitsa V.
Student of Master’s Degree Course
Group 509
KNEU

GENDER ROLES IN UKRAINIAN BUSINESS

Abstract. *On the basis of gender studies the description of the differences in social status, gender roles and other aspects of men and women in Ukraine is given.*

Key words: *gender roles, masculine and feminine cultures, Masculinity versus Femininity Index, gender equality, androgyny.*

Анотація. *У статті йдеться про баланс маскулінності та фемінності в ментальності українців та його вплив на бізнес середовище України.*

Ключові слова: *гендерні ролі, маскулінність, фемінність, андрогинність, гендерна рівність.*

Introduction. We all have heard of feminism, but not everyone of us faced with this concept in everyday life. However, «gender» is a concept that has the most direct relationship to us.

Society has formed some models of male and female behavior that we should follow in order to achieve something. However, we have become prisoners of these behaviors. As a result, our opportunities are limited by the same models. That is why the whole world is talking about the need for gender equality as equality of rights and opportunities for men and women.

The basis of gender studies is not just a description of the differences in social status, gender roles and other aspects of men and women. It is an analysis of power and domination, which is approved by the society because of gender roles and relations.

Analysis of sources. According to the gender roles, Geert Hofstede — cross-cultural psychologist — divided the cultures (countries/societies) into two types:

A society is called **masculine** when emotional gender roles are clearly distinct: men are supposed to be assertive, tough, and focused on material success, whereas women are supposed to be more modest, tender, and concerned with the quality of life.

A society is called **feminine** when emotional gender roles overlap: both men and women are supposed to be modest, tender, and concerned with the quality of life.

J. Pleck believes the term «gender roles» *to be more politically correct*. Gender roles are part and parcel of every society and a fundamental part of identity. Gender roles can be defined as the psychological traits and the social responsibilities that individuals have and feel are appropriate for them because they are male or female.

In traditional gender roles, men are expected to be forceful, tough, and materialistic, whereas women are expected to be humble, sensitive, and worried about the quality of daily life. When we look at this dimension, we are looking at the degree to which a society reinforces the traditional male and female roles regarding achievement, control, and power. Historical roots and family socialization processes concerning gender roles shape the development of masculine-feminine dimension.

Gender roles in Ukraine. Ukrainians act under traditional gender roles. Ukrainian men will open doors for women, pour their drinks and take care of the bills during dates or business meeting. Meanwhile, Ukrainian women tend to dress more femininely and accentuate their attractiveness more than in most western countries.

Gender roles are often quite traditional at home as well. The stereotype is that the wives do the cooking and cleaning, while the husbands tend to be either workaholics or «lazy bums» that often suffer from apathy and alcoholism. These stereotypes are more true of older generations in smaller towns and villages.

Luckily, today you will find many people who do not fit these stereotypes. There are many couples — especially among younger generations — where work around the home is divided more equally. Women are being real decision makers. They better adapt themselves to new social-economic environment. Furthermore, many of them have built their own business or got a good job. Well educated and competent, they successfully compete with men at the job market and master new professions well, able to protect themselves and their families, but far from being aggressive.

I believe this is a true Ukrainian character that helps to build a new modern society.

One of the symbols of Ukrainian culture history is the Mother-Homeland, which stands out as the best illustration of the Ukrainian society both of the soviet times, and of many centuries before. To my point of view, it is a mirror of the present-day Ukraine. The statue symbolizes the warrior-woman, who has masculine features of character. This is all about the Ukrainian way of family and business relationships. Nowadays, not to count some exceptions, a woman plays a dominating part embodied in folk proverb: «A man is a head, and a woman is a neck».

Statistically, more women in Ukraine in our time are trying to achieve a significant position in society and in a career due to their «masculine» qualities. In addition, the modern men and women are trying to be androgenic members of our society.

The unwritten law of the XXI century the scientists consider an **androgyny** (*lat. andro* — the man and *gyn* — the woman). The androgyny is not opposition of «feminine» and «masculine» but their integration. The connection of «feminine» and «masculine» qualities (androgyny) gives an opportunity to take a worthy place in a society. Thanks to the androgyny there is no difference between man and woman because of their sociocultural models.

It is significant that androgenic qualities were found out as perfect and more successful in different spheres of life. The androgenic qualities are connected with a feeling of self-esteem and positive concept «ME». However, Ukraine is still years or decades behind the rest of Europe in this regard, as traditional gender roles still prevail.

Gender equality is at the very heart of human rights and United Nations values.

Ukraine has taken the key international commitments on gender equality including Convention on the Elimination of All Forms of Discrimination against Women (CEDAW, 1980) and its Optional Protocol, Beijing Declaration and Platform for Action (1995), and adopted national legislative and policy framework on gender equality, including the State Programme on ensuring Equal Rights and Opportunities for Women and Men.

However, women still face constraints in practicing their political, economic and social rights. Women's participation in decision-making remains low. They are concentrated in low-paid economic sectors and with limited access to top management positions in all sectors of economy. Women make a majority in care and unpaid domestic work, with limited control over assets and productive resources.

Promoting gender equality as a driver of country development, the UN System in Ukraine supports government, parliament and civil society to ensure the political, social and economic participation of women, to accelerate empowerment of women and strengthen their role in national reforms processes, to facilitate Ukraine's adherence to international treaty obligations and to achieve the Sustainable Development Goals by 2030.

Gender roles analysis in Ukrainian business also requires an overview of some analytical indexes.

Masculinity versus Femininity Index (MAS) indicates the extent to which the dominant values of a society are «masculine» or «feminine». Ukraine scores at

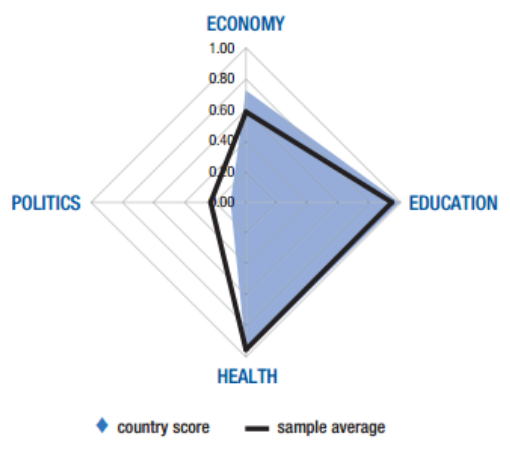
relatively low 27 points (out of 100) on MAS Index, which means that feminine society dominates in our country. The Global Gender Gap Report 2015 published in 2015, specifies the **Gender Gap Index**. According to the World Economic Forum, this is a global research of countries in terms of gender equality. In the opinion of authors, measuring is conducted in four key spheres:

- Economic involvement and career opportunities.
- Education.
- Health and survival.
- Political rights and opportunities.

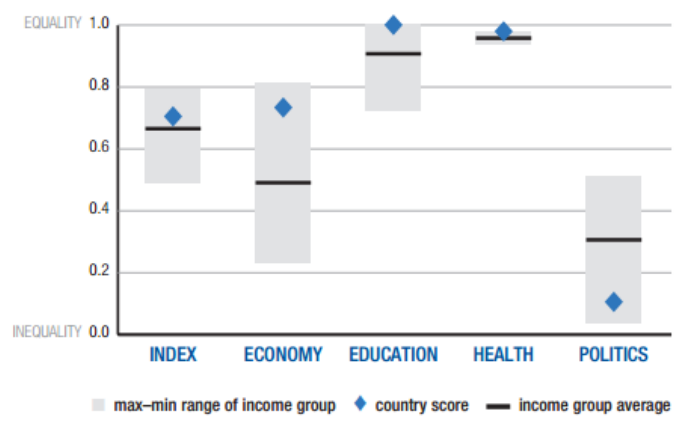
Ukraine took 67th place among 142 countries and made its ranking worse by 11 points than in 2014, when it was taking 56th place.

Country Scores Compared

Against sample average



Against income group range and average



It is evident from these graphs that pillars such as the Economy, Education and Health have a high tendency to gender equality. On the other hand, Politics pillar has an opposite tendency to gender inequality for the last 10 years. On the whole, only 10.5% of Cabinet Ministers are women and 12% of Parliamentarians are women.

Index over the years

SAMPLE		INDEX		ECONOMY		EDUCATION		HEALTH		POLITICS	
Year	No. of countries	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score
2015	145	67	0.702	40	0.731	30	1.000	42	0.979	107	0.098
2014	142	56	0.706	31	0.748	29	1.000	74	0.973	105	0.101
2013	136	64	0.694	30	0.743	27	1.000	75	0.973	119	0.059
2012	135	64	0.689	34	0.725	22	1.000	34	0.979	119	0.054
2011	135	64	0.686	44	0.704	24	1.000	56	0.976	106	0.065
2010	134	63	0.687	43	0.707	23	1.000	56	0.976	105	0.064
2009	134	61	0.690	33	0.720	31	0.999	41	0.979	117	0.060
2008	130	62	0.686	27	0.714	34	0.998	38	0.979	117	0.051
2007	128	57	0.679	26	0.708	73	0.984	74	0.973	109	0.050
2006	115	48	0.680	24	0.691	25	0.998	1	0.980	97	0.050
2006–2015 CHANGE			▲ 0.022		▲ 0.040		▲ 0.002		▼ 0.000		▲ 0.048

According to another rating — the **Gender Inequality Index** 2015, which displays such aspects of human development as reproductive health, economic status and extending of women's rights and opportunities in comparison with men, — Ukraine takes 83th place among 150 countries.

Despite the existence of specialized laws of Ukraine («On Ensuring Equal Rights and Opportunities of Women and Men», «On Principles of Prevention and Combating Discrimination in Ukraine» etc.), among the brightest examples of legislative provisions, which result in gender inequality, the following may be specified: night work of women is prohibited in Ukraine; more than 500 types of works are prohibited for women.

Gender roles in Ukrainian business have been surveyed by the Sociological group «Rating». The target audience of the research: the population of Ukraine aged from 18 and older. Optional quantity: 2000 respondents. The methods of investigation: personal formalized interview according to the questionnaire (face to face).

According to the survey almost 60% of respondents support the idea that some professions are purely «masculine» and some — «feminine». 36% — do not agree with this, and 5% — are undecided.

Respondents were asked to decide on a number of typical jobs: if they are more suitable for men, women, or both.

According to respondents, such professions as «policeman», «politician», «businessman», «scientist» are more typical for men rather than women. Instead, such professions as «saleswoman» or «secretary» are more typical for women. At the same time, «manager», «journalist» or «doctor» are equally typical for both men and women.

14% of female respondents and 8% of male respondents had a wish to master a profession, which is considered typical for the opposite sex. More often among young people and people with higher education. 80% of women and almost 90% of men did not have such a wish.

Almost every tenth female respondent has been denied a job because of her gender. Such responses were often given by middle-aged women with higher education. However, 6% of men have also been denied an employment because of their gender.

29% of respondents support the restraint on specifying gender of candidates in job announcements (advertisements), the same number (28%) — do not support it. However, in general — people either do not care (33%) or they are undecided on this issue (10%).

Conclusion. Low masculinity score of Ukrainian culture shows the importance of equity, compromise, and balance between work and life. Therefore, conflicts at work can be resolved by compromise, negotiations and discussions.

References

1. Geert Hofstede country profile – <https://geert-hofstede.com/ukraine.html>. — Geert Hofstede, G. Jan Hofstede, Michael Minkov «Culture and Organizations. Software of the Mind».
2. Pleck, J. «The psychology of sex roles. Journal of Communication». Androgyny concept – <https://en.wikipedia.org/wiki/Androgyny>
3. The United Nations about gender equality in Ukraine — Retrieved from <http://www.un.org.ua/en/resident-coordinator-system/gender-equality>
4. Women, Business and the Law Report 2016: Getting to Equal — Retrieved from http://wbl.worldbank.org/~/_/media/WBG/WBL/Documents/Reports/2016/Women-Business-and-the-Law-2016.pdf?la=en
5. The Global Gender Gap Report — Retrieved from <http://www3.weforum.org/docs/GGGR2015/cover.pdf>
6. Social Institutions and Gender Index — <http://www.genderindex.org/country/ukraine>
7. Human Rights Union — <http://helsinki.org.ua/en/women-s-rights-and-gender-equality-in-ukraine/> Аналіз гендерного індексу, роль жінок в Україні та світі (сучасний стан та динаміка процесів) — <http://infolight.org.ua/content/analiz-gendernogo-indeksu-rol-zhinok-v-ukrayini-ta-sviti-suchasniy-stan-ta-dinamika-procesiv>
8. The survey «Feminine and masculine professions in Ukraine» — http://ratinggroup.ua/en/research/ukraine/zhenskie_i_muzhskie_professii.html

Shamarina N.

Student of Master's Degree Course

Group 509

KNEU

ETHNOGRAPHIC PROFILE OF UKRAINE: UKRAINIAN MENTALITY

Background. Ukraine has a diverse number of ethnic groups, which have distinctive cultures and beliefs. Currently, a majority of them speak either Russian or Ukrainian but there are also those who speak Polish, Bulgarian, Romanian, Hungarian and Turkish and so on. However, there are lesser known ethnic groups that have existed in the country for centuries. Joseph E. Trimble, a professor from Western Washington University, defines «ethnic groups» in a way that many anthropologists agree with. According to him, an ethnic group is a band or nation of people who share common historical experiences, customs, traditions, and in some instances geographical residence.