

4. Hofstede Insights. — Electronic resource: <https://www.hofstede-insights.com/country-comparison/zimbabwe/>

5. Target Map. — Electronic resource: <https://www.targetmap.com/viewer.aspx?reportId=48446>

6. Embassy of Ukraine to the Republic of South Africa. — Electronic resource: <http://rsa.mfa.gov.ua/en/about-ukraine/bilateral-cooperation/nest-africa>

Terletska Y.

Student of Master's Degree Course

Group 505

Kyiv National Economic University Named after Vadym Hetman

## GENDER PECULIARITIES OF EMPLOYMENT AND UNEMPLOYMENT ON UKRAINIAN LABOR MARKET

**Анотація.** У статті досліджуються гендерні особливості зайнятості та безробіття на ринку праці в Україні. Мета статті — проаналізувати гендерні особливості зайнятості та безробіття на ринку праці в Україні.

**Ключові слова:** гендерна рівність, гендерні ролі, фемінність, маскуліність, ринок праці, зайнятість, безробіття.

**Abstract.** This paper explores gender peculiarities of employment and unemployment on the Ukrainian labor market. The objective of this article is to understand gender peculiarities of employment and unemployment and specify the impact of cultural variables on them.

**Key words:** gender, employment, unemployment, MAS index.

**Introduction.** Worldwide there is no relationship between the masculinity or femininity of a society's culture and the distribution of employment over men and women. An immediate relationship between a country's position on this dimension and the roles of men and women exists only within the home. Outside the home, men have historically dominated, and only in the wealthier countries — and this only recently in history — have women in any numbers been sufficiently freed from other constraints to be able to enter the worlds of work and politics as men's equals. Lower-class women have entered work organizations before, but only in low-status, low-paid jobs — not out of a need for self-fulfillment, but rather out of a need for material survival of the family. Statistics therefore show no relationship between a country's share of women working outside the home per se and its degree of femininity. Feminine wealthier countries do have more working women in higher-level technical and professional jobs [1].

However, in Ukraine the negative trends concerning women's employment have a detrimental effect on the demographic situation of the country, as well as on social relations.

*Gender inequality* is a social phenomenon that is caused not by biological differences between women and men, but primarily by the fact that economic, political and social resources are unevenly distributed.

There are the following manifestations of modern gender inequality on the labor market in Ukraine:

- vivid manifestations of segregation while hiring and paying for labor. Ukrainian employers discriminate female applicants through mentions in vacancies advertisements and interviews, preferring men. Of great importance are age, marital status and appearance;

- gender segregation according to professions, which is the inequality of opportunities for vocational training and retraining of men and women, their access to and control over productive resources. The number of women in executive positions in the public sector (72% in the ranks of small civil servants, and 8% in senior management positions, and women are leaders in the lists of unemployed people with higher education, where they are about 80%);

- imperfection of the legislative framework, which stimulates the development of gender contradictions. Legislation prohibits women from occupying certain positions and performing certain work;

- attractiveness of women for employers because of their high level of protection as workers during pregnancy and the first three years of maternity, as well as the increase in child welfare payments;

- significant number of women in the flows of illegal migration [2].

We can understand the Ukrainian gender peculiarities of employment and unemployment on the labor market through the lens of the 6-D Model, especially exploring *the score of masculinity*.

A high score (masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner or best in field — a value system that starts in school and continues throughout organizational behavior.

A low score (feminine) on the dimension means that the dominant values in society are caring for others and quality of life. A feminine society is one where quality of life is the sign of success and standing out from the crowd is not admirable. The fundamental issue here is what motivates people, wanting to be the best (masculine) or liking what you do (feminine).

Ukraine's relatively low score of 25 may surprise with regard to its preference for status symbols, but these are in Ukraine related to the high Power Distance. At second glance one can see, that Ukrainians at workplace as well as when meeting a stranger rather understate their personal achievements, contributions or capacities. They talk modestly about themselves and scientists, researchers or doctors are most often expected to live on a very modest standard of living. Dominant behavior might be accepted when it comes from the boss, but is not appreciated among peers [3].

On the other hand, despite the fact that Ukraine has low score of masculinity, so the emphasis is expected to be on equality, solidarity and quality of work life and men and women take equal shares both at home and at work, we still have the problem with women's employment, because of the gender stereotypes.

Today, gender stereotypes in the economic sphere are fairly widespread, with which almost every woman encounters. The most common stereotypes include the following: a husband must provide a family, so he must receive a higher salary than a woman for the same job; women by nature are less focused on professional activities,

more focused on the family, children; a man by nature is a much better leader than a woman; women are less active in finding a job; professions are divided into «men» and «women», women's professions are easier, so wages are lower for them; it is more difficult for women to compete with men in the labor market, because they are less skilled, have a lower level of vocational education [4].

Let us consider the peculiarities of the labor market in Ukraine, which can be distinguished today. The share of women in the structure of the economically active population of Ukraine in 2016 was 65,4% versus 77% of men. The share of women in the labor force is 60,2%, while men account for 68,2%. The index of gender inequality in Ukraine is 0,284, which places it on the 84th place among 188 countries [4].

At the same time, a general assessment of the gender problem on the labor market, made only on the basis of an analysis of the ratio of total unemployment data and the number of economically active population, will not be exhaustive and comprehensive. After all, this problem has its age component: women, depending on age, play a more or less active role in the labor market. Comparison of structural fractions of separate age groups for men and women revealed two fundamentally important features that clearly reflect the age dynamics of social roles and economic activity of men and women in the labor market [4].

This situation is quite precisely the gender component of unemployment-employment problems in Ukraine. The age brackets in which men prevail are at a time when women are giving birth to children and caring for them. Such a situation would not be strange if it did not contain a hidden gender employment issue. It is known that in most cases employers, when making a decision on employment, really deny women applicants because they can at a young age to go on vacation, which is related to the birth of a child and the subsequent care of her. For the employer this entails quite real inconveniences and problems of personnel management.

In the crisis and post-crisis period, the situation has developed in such a way that the vacancies for men are much greater than for women. In times of crisis, because men's psyche is better prepared for non-standard business activity, men have become more relevant than women.

As a result, the average wage of women during last years was about 60% of the average wage of men. The problem is that women rarely hold executive positions, although their level of education on average exceeds the level of education of men in Ukraine.

**Conclusion.** For society, women's labor is an important reserve for the effective development of production during the period of structural and economic restructuring of the economy.

Consequently, in order to overcome the socio-economic negativity caused by gender asymmetry in the labor market, it is necessary:

- to legitimize the issue of gender inequality and carry out regular gender expertise of legislation (today there is a complete absence of an anti-discrimination block in the legislative regulation of employment);

- to generate a qualitatively new mental culture of society, which presupposes not declarative, but the real equality of both social articles in general and the labor market in particular;
- to establish a network system of constant gender monitoring of problems of inequality in the labor market through employment centers;
- to ensure in the employment centers implementation of the principle of targeting women in the labor market by developing and implementing special programs of employment, vocational guidance and vocational training, introduction of new socially focused technologies of work with people.

## References

1. Geert Hofstede, G. Jan Hofstede, Michael Minkov «Culture and Organizations. Software of the Mind». — P. 164.
2. Vozniy K., Gender aspects of employment: Ukrainian realities and world experience [Text] / K. Vozny // Bulletin of TNEU. — 2009. — No.1. — P. 69–80.
3. Country comparison — Electronic resource: <https://www.hofstede-insights.com/country-comparison/ukraine/>
4. Gender Peculiarities of Employment and Unemployment on the Ukrainian Labor Market — Electronic resource: <http://gender-ck.inf.ua/articles/genderni-osoblivosti-zajnyatosti-ta-bezrobittya-na-rinku-praci-ukrayini>
5. Economic activity of the population by gender and place of residence in 2016 — Electronic resource: [http://www.ukrstat.gov.ua/operativ/operativ2016/rp/eans/eans\\_u/eans\\_2016\\_u.htm](http://www.ukrstat.gov.ua/operativ/operativ2016/rp/eans/eans_u/eans_2016_u.htm)
6. Gender Inequality Index 2016 — Electronic resource: <http://hdr.undp.org/en/composite/GII>

Tsyhulova A.  
 Student of Master's Degree Course  
 Group 504  
 Kyiv National Economic University Named after Vadym Hetman

## HUMAN DEVELOPMENT INDEX IN UKRAINE: CULTURAL DIMENSION

**Abstract.** *This paper examines the human development index and describes the key indicators. The author highlights the indicators of Ukraine and highlights the impact of cultural variables on HDI.*

**Key words:** *human capital, human resources, human development index, gender development index, inequality-adjusted human development index, multidimensional poverty index, gender inequality index.*

**Анотація.** *У статті розглянуто індекс людського розвитку та його ключові показники. Аналізуються показники України та вплив культурних факторів на стан розвитку людського потенціалу в Україні.*

**Ключові слова:** *людський капітал, людські ресурси, індекс людського розвитку, індекс гендерного розвитку, індекс людського розвитку, соціально-економічна нерівність, індекс багатомірної бідності, індекс гендерної нерівності.*