

PROBLEMS AND PROSPECTS OF A WOMAN AS AN ENTREPRENEUR AND HEAD OF AN ORGANIZATION IN UKRAINE

Tetiana Kashyrkina

Abstract

This work aims to describe the current state of female entrepreneurship in Ukraine, as well as to conduct a study presenting the portrait of a female entrepreneur in Ukraine.

Women want to work for themselves and give jobs to others. However, the realization of this desire requires some help from the authorities. The experience of the world economy proves that in the period of economic transformations, the policy of state bodies aimed at helping and supporting the development of female entrepreneurship results in significant economic growth. Providing such assistance and promoting entrepreneurship among women is impossible without a clear understanding of the needs of entrepreneurs, taking into account their interests and priorities.

The work uses a complex of mutually complementary research methods: analysis, synthesis, analogy, deduction, classification, comparison.

One hundred and fifty respondents from all over Ukraine took part in the survey. The actual study was conducted in July 2021 using the “Google Forms” electronic platform.

According to the results of the study, women in Ukraine strive for independence and the realization of their talents but do not have sufficient comfortable conditions for this.

In the research, most women cite the government’s entrepreneurial policy as the main reason that prevents women from doing business effectively. The problems of entrepreneurship development go beyond purely economic justification and are becoming one of the ideological factors of the country’s strategic development.

Women are creative and efficient business owners, they are not afraid of hard work, are persistent and simply do not give up, they solve problems creatively and find several solutions right away. Women develop on their own, and support and mentor each other. This has an impact on the development of not only business but the entire nation.

Keywords: female entrepreneurship, gender inequality, labor market, Ukraine.

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1. Introduction

The problem of female entrepreneurship in the world is quite intensively researched, in particular in terms of the need for state support for female entrepreneurship. There are many times fewer women in top management positions than men, and their salaries are usually lower. This situation is typical of most industrialized countries.

International research confirms that the professional skills of women as entrepreneurs contribute to the active development of the economy. Gender balance in business helps to better understand market needs. Women in business show characteristic adaptability despite many barriers to success. Women entrepreneurs adapt quickly to the new conditions of the labor market.

It is, therefore, necessary to carry out a scientific analysis of the existing theoretical approaches to the concept of female entrepreneurship, to analyze the causes, to compare the motivations and socio-economic factors of female entrepreneurs, and to evaluate the prospects for the development of female entrepreneurship in Ukraine.

The purpose of the article is to present the role of women in entrepreneurship, the situation of female entrepreneurship in Ukraine, as well as the results of a study on the portrait of a female entrepreneur in Ukraine, conducted in July 2021.

2. The role of women in entrepreneurship

Women's entrepreneurship is a special type of economic activity of an individual performed by women, the main goal of which is the self-realization of social characteristics, self-affirmation in society, proving one's abilities by creating new forms and improving old methods of production.

To a large extent, women are induced to undertake entrepreneurial activity due to numerous problems and factors occurring in the labor market. These factors include discrimination against women in terms of pay, promotion and employment (Isakova, 2004).

Entrepreneurship is not only a specific type of economic activity but also a specific way of thinking, style and type of behavior. A woman – as an entrepreneur – also means a certain style of thinking and logic, constantly changing and searching. The economic behavior of entrepreneurs determines the nature of their interactions with consumers, business partners, competitors, the state, and the overall specificity of their activities.

Women are better able to grasp people's state of mind and perceive other people's feelings with empathy. They can empathize with another person's feelings. The behavior of women in business is calmer, they express their emotions more clearly, they more willingly give than take, trust than deceive, and in critical situations they find more original solutions, using the natural feminine cleverness. The most common and striking trait is female intuition. Lack of information or analytical cal-

culations is compensated for by intuition, which allows them to take advantage of the opportunity and avoid mistakes. Women are more cautious than men, and in business, this caution ensures the security of the company and its profitability. The communication skills of women should also be emphasized, as they enable them to build models of cooperation and implement their projects, involving an increasing number of people in their work, encouraging optimism in them, inspiring them to succeed (Machusky, 2019).

The reasons for the professional and entrepreneurial activity of women in the market economy are mainly related to the factor of self-fulfillment of the female gender, the desire to gain an independent financial position, professionalism and social status in general (Barsukova, 1999).

The main reasons that compel a woman to start her own business are the following, in the appropriate hierarchy:

- threat of job loss or awareness of limited choice in looking for work,
- desire for independence and self-confidence in planning their life and achieving personal goals,
- opportunity to put into practice their potential skills and abilities and personal creativity;
- chance to earn money,
- active participation in public life, self-esteem, responsibility for the production of goods needed by the population (Svetunkov, 2010).

Women primarily strive to close the gender gap, achieve success, achieve high social status and prove that they have the possibility of being successful in business or other industrial and professional activities (Barsukova, 1999).

At the same time, the entrepreneurial self-identification of women is based on the fact that it is determined by the following factors:

- awareness of the full realization of personal abilities and talents, regardless of gender,
- the belief that entrepreneurship gives women the basis for self-affirmation in society, reaching great heights in politics and economy with men,
- conviction about high levels of independence, responsibility, tension and risk in fulfilling the managerial role that the business puts in front of them,
- willingness to subordinate the results of achieved business successes to the realization of family and home values (Bullough, 2021).

Women's entrepreneurship has a special structure of motivation to run a business that differs from that conducted by men. This difference between the sexes allows us to treat female entrepreneurship as a specific type of entrepreneurial activity.

First, women have a different hierarchy of values in the entrepreneurial system. In the first place in their hierarchy is the desire for social self-realization and achieving an independent position.

Second, women prefer to choose those business areas where their inherent character traits and social behavior give them some advantage. Apparently, this is why women are more successful than men in industries such as trade or consumer services (beauty salons, hairdressing salons, public catering, etc.). Even when the owners of these enterprises are men, in practice it is women who carry out the main management in these spheres. Women's entrepreneurship focuses mainly on the social sphere, preschool education, education, culture and health, information and advisory services in the field of law, accounting, psychology, fashion and socially useful services.

Third, an important element in the implementation of modern business by women that should not be overlooked is the necessity, if possible, of a harmonious combination of entrepreneurial activities with the performance of designated social functions in the family, with the role of wife and mother (Gallyamov, 2015).

Highly educated and skilled women benefit the companies they work for and contribute to the global economy. Their participation in the labor market has a positive effect on the situation in society. Women spend a significant proportion of their financial resources on children's education, medical services and social security. This means that involving women in the workforce and providing them with development opportunities will bring many benefits to future generations and significantly boost the development of human capital in their countries (Jaim 2021).

In the 21st century, women are the most important segment of the consumer market. Their purchasing power is growing, and decisions about spending family money are largely made under their control or influence. Companies employing more women have more knowledge about women's purchases and their preferences that can be useful in making corporate decisions. Companies and teams that better know and understand their consumer base have more opportunities to find solutions, innovate and improve products in response to the changing market needs.

Gender diversity has a positive impact on innovation and decision-making – especially when the percentage of women in employment is approximately 30%. Diversity opens up new perspectives for decision making, freeing collectives and groups from so-called 'group thinking', helping to generate new ideas, overcome prejudices and fruitfully apply a broader and more varied approach to problems and their solutions. Women and men have different approaches to risk, but that does not mean women are afraid of it (Anderson, Ojediran 2021).

Experts believe that women are able to manage companies at any level if they have the necessary knowledge and skills. The most important of them are the ability to present themselves, create an image, convincingly and competently present their own ideas, surround themselves with the right people and manage their personal time, correctly organize their priorities (Dianne, 2018).

The contemporary woman-entrepreneur of the 21st century can be characterized as follows. She is usually an educated professional, has great creative abilities.

She is characterized by such entrepreneurial features as decisiveness, responsibility, organization, careful approach to risky transactions (Darwisha, 2020).

These features allow for high-level administrative and financial control, correct selection, motivating staff and being a team leader.

3. Women's entrepreneurship in Ukraine

The number of women in Ukraine exceeds the number of men, especially in the elderly population. As of January 1, 2019, there were 22.5 million women and 19.5 million men in Ukraine, i.e. 1.158 women per 1.000 men. The share of women is 54%, and men account for 46% of Ukrainians.

Women in Ukraine have a lower level of employment than men, receive lower salaries and pensions, are more dependent on the state's social welfare, so they have fewer opportunities to save.

The employment rate of women of working age in 2019 was 52.9%. At the same time, the employment rate for men of working age was higher and amounted to 64.24% in the same year. According to the State Statistics Service of Ukraine, 45.8% of economically inactive working-age women explain their professional inactivity by the performance of domestic (family) duties.

As a result of the gender pay gap, women are less able to save and they suffer more in times of economic crisis. Women are more dependent on welfare and social services than men, constituting the majority of low-income people seeking state welfare benefits. The high proportion of women among service and social welfare recipients is partly because men seek help less frequently.

Small business significantly affects the economic situation in Ukraine. Stressing its importance for further development, the government in 2021 drew attention to activities aimed at intensifying women's initiatives.

There is still a lack of data to accurately assess the role of women in the development of entrepreneurship in Ukraine. Official statistics do not segregate data on business development in Ukraine by gender, in particular the gender structure of business owners, sectoral and territorial distribution of entrepreneurs of different genders. To some extent, special sociological studies can compensate for the lack of data, but they are rare and unsystematic.

Another complication of working with available data is related to parallel economy when a woman has a business only in official documents and, in fact, the entrepreneur is a man who is prohibited by law from this activity (this group in Ukraine includes soldiers, police officers, MPs, officials and local government officials).

There are not so many self-employed workers in Ukraine, both among men and women. But the former still prevail. Ukraine ranks 24th in the world in terms of the economic participation of women in society and their economic opportunities (UN Women in Ukraine, 2020).

According to the Register, in 2019 there were 1,708,909 individual entrepreneurs in Ukraine. Among them, there are over 786,000 women.

In many types of retail businesses, women make up 60 to 76% of the total number of individual entrepreneurs. Their activity is mainly related to the sale of food, supermarkets and non-specialized stores.

Among other branches of economic activity, the provision of accommodation and catering services is characterized by a slight predominance of female entrepreneurs. An industry where the majority of individual entrepreneurs (65%) are women is the provision of other services. This area concerns the repair of clothing and accessories, washing and dry cleaning of textiles and fur products, services of a hairdresser, make-up artist and beautician.

Although male domination has been recognized as the norm in Ukrainian society, the role of women has not diminished either. Such features of Ukrainian women as the ability to be a leader and obey, also fit into the model of business relations. Ukrainian women are emotional and communicative, but at the same time, they are individualists, indisposed to collective work, used to earn their living with their minds and self-reliance. Therefore, small businesses will remain the most popular area of entrepreneurial efforts of Ukrainian women for a long time.

The professional activity of women varies with age, but in each age group, it is much lower than that of men. Men start offering their work to the market earlier, massively and more steadily. At the age of 15–24, there are already 8.6% more of them than women. At the age of 25–39, over 90% of men are economically active. According to statistics, only 30% of women in the 15–24 age group start working.

The factors of the lower economic activity of women in Ukraine can be divided into objective and subjective ones.

The first group includes the traditional perception of the role of women as homemakers, the underdeveloped field of consumer services, the specialization of the economy in industries where there is a demand for male labor, and many others. The subjective factors are the woman's own willingness, if possible, to devote time to her family or herself, as well as the separation of professional and personal development and preferences for the latter. However, both groups of factors result from the socio-economic and socio-cultural background of a given country and affect working conditions, the status of working women and their attitude towards professional work (Smal, 2018).

In Ukraine and around the world, inequality of pay for the same work of women and men persists. According to a survey of respondents from various countries in the report of the World Economic Forum, the difference in Ukraine is estimated at 0.71 on a scale from 0 to 1. In many European countries, the situation with gender equality in wages is even more complicated. In the Netherlands and Germany 0.68, in Great Britain 0.67, in Poland and Russia 0.55 and 0.65 respectively.

In Ukraine, the unemployment rate for women is lower than for men. In the total number of unemployed, the share of women was 38%, and of men 62%.

In March 2020, during the meeting on the development of female entrepreneurship, the following statistics were published:

- it will take 257 years for men and women to equalize wages if they move at the speed of the last 5 years,
- women do unpaid housework for 4.4 hours and men 1.7 hours,
- among the 100 richest people in Ukraine, only three are women,
- only 6% of companies are run by women.

To solve these problems, the “Diya.Biznes” project was launched in Ukraine. It is a large-scale national business development project that consists of two components: an internet platform for entrepreneurs and an offline component – there are plans to open support centers and clubs for entrepreneurs in various regions of Ukraine. In addition to consulting, entrepreneurs can present their product to other entrepreneurs and obtain feedback, take advantage of educational programs. The “Diya. Biznes” project will help to increase the creation of new companies in the regions and increase the number of jobs, it will promote the transformation of small and medium-sized enterprises and the entry of Ukrainian entrepreneurs into international markets.

Unfortunately, the problems related to developing female entrepreneurship in Ukraine remain unsolved today. Ukraine is still facing global challenges such as bureaucracy, lack of state support, lack of funds, lack of qualified staff and lack of faith in the future, and hence lack of confidence in its operations. These are problems that Ukraine should solve as soon as possible. However, despite such problems in Ukraine, it is possible to trace the development of public organizations, which are also able to influence many processes, as well as the development of communication between female entrepreneurs. Therefore, it is necessary to combine positive aspects and solve existing problems, as the development of female entrepreneurship will allow women to increase their financial independence and realize their own leadership potential, which will affect the socio-economic development of society.

Women are an important part of the workforce. Their potential is far from being fully realized. For various reasons, women are less professionally active than men. There are still signs of discrimination against women in global and national labor markets, which, albeit to a lesser extent, have a significant impact on the overall size of the gender gap. In turn, gender gaps, as evidenced by the assessments of international organizations, may affect the level of economic development and welfare of the society, and the problem of unemployment always remains valid for women, gaining in significance in times of crisis.

4. The results of the research on a portrait of female entrepreneur

One hundred and fifty respondents from all over Ukraine took part in the survey. The sample was selected purposefully for the designed survey. All respondents were over 18 years of age and were women entrepreneurs operating in Ukraine, of which 40% were between 35 and 44 years old, 31.3% between 26 and 34 years old, 26.7% – over 45, and 2% – between 18 and 25 years of age. In fact, representatives of various settlements from all over Ukraine, with different populations, took part in the survey. Answers to the question about the population of the settlement in which the respondent conducts business were divided almost equally between the following options: less than 100 thousand inhabitants, 100–500 thousand inhabitants, 500 thousand – 1 million and more than 1 million inhabitants.

The answers of the respondents to the first question of the main block of questions in the survey reflect the entrepreneurial situation in Ukraine: most entrepreneurs in Ukraine, including female entrepreneurs, are individual entrepreneurs. In this case, 68% of women chose this option when answering the question about the type of their activity. A total of 23.3% of the respondents turned out to be owners of micro-enterprises employing up to 10 employees. Small and medium-sized enterprises are owned by 5.3% and 3.3%, respectively, of female entrepreneurs in Ukraine.

The respondents were asked about finances when setting up a business, and 53.3% of the respondents started their own business using their personal savings. The second place was taken by the help of family and friends (20%). In the case of 12% of the respondents, the business did not require any investment.

Only 8.7% of women started a business with a bank loan, and only 4% were able to take advantage of international or state programs to support entrepreneurship. This illustrates very well the insufficiency of the existing programs, and most likely the lack of public awareness about them. Investors, patronage and sponsorship turned out to be the most unpopular sources of investment in starting a business in Ukraine. Only 3 out of 150 people chose these answers.

The industries in which women entrepreneurs work in Ukraine have turned out to be very diverse. While clear leaders such as manufacturing (28.7%), trade (21.3%) and services (16%) stood out, the next most popular industries turned out to be “fashion and design” (8.7%) and “marketing and advertising” (7.3%). Other industries noted by the surveyed women can be called fairly “feminine” in a general sense: consulting, education, IT, logistics and transport, arts, sports, entertainment and recreation, and hospitality. In addition, two women chose printing and one works in the construction industry.

Among the answers to the question of what prompts women in Ukraine to open their own business, there were three that were most often chosen by the respondents. There is only a slight difference in the percentage of respondents who chose them:

- desire for financial independence (22.7%),
- self-realization (22%),
- desire to run a favorite business (20%).

Slightly less (15.3%) of female entrepreneurs replied that when opening a business, they were driven by the desire to support their families. Unfortunately, the lack of a good salary and the loss of a job or difficulties in finding one became the reason for starting a business for 5.3% and 7.3% of the respondents, respectively.

The responses of Ukrainian female entrepreneurs to the question of whether they experience any form of discrimination in business as women were very interesting. As many as 55.3% of the respondents had never experienced any form of discrimination based on sex, 40.7% replied that they rarely encountered any form of discrimination, and only 4% of women experienced it often. The answers turned out to be quite optimistic, but let us not forget that when answering the question about the business sector, women chose rather 'feminine' areas, which suggests that most of them simply do not have men among the competition, which could result in experiencing some form of gender discrimination or other.

Most of the respondents cite the government's policy on entrepreneurship as the main reason that prevents women from running a business effectively in modern conditions (38%). Even such an important reason as the lack of funds is only in the second place for women as a factor hindering the decision to open a business in Ukraine (26%).

In third place, women indicate a lack of appropriate education and/or work experience (17.3%). Comparing the results of this question with the question about the level of education of the respondents, it can be noticed that most of the people who chose this answer have higher education. If this fact is taken into account, it can be concluded that in this case the women most likely meant the lack of the relevant work experience that is required to open a particular company.

Answers to the question "In your opinion, how successfully do you manage to combine business with household duties?" confirm the stereotype that women entrepreneurs often find it difficult to combine business with household chores. Most of the respondents chose the answers that they were coping with this task more or less well or even badly – 43.3% and 14.7%, respectively. And a minority feel they are coping very well or well enough – 16% and 26% respectively.

There is also a stereotype that a woman when opening her own business, does not always have to be physically present at the workplace, but can manage the business remotely, which makes her work schedule more flexible and convenient than in the case of employment. However, contrary to this opinion, the majority of Ukrainian women replied that their work was entirely on-site (44.7%) or mostly on-site (21.3%). Only 12% of the respondents work completely remotely, and 22% mostly work remotely.

In the case of an employed person, the employee works no more than 40 hours a week in accordance with the Labor Code of Ukraine. Unfortunately, the results of the survey showed that most female entrepreneurs in Ukraine work more than 40 hours a week. This was an answer selected by 52.7% of the respondents. 25.3% work 20–40 hours a week, 14% – 10–20 hours a week, and only 8% of women can work 5–10 hours a week.

The questionnaire also contained a question, the aim of which was to check whether women, when running their business, choose more “feminine” or “masculine” management methods. “Female” management methods are soft management, use of intuition and focus on building good interpersonal relationships in the team. Surprisingly, 3–4 times more respondents chose “feminine” management methods than those who chose more “masculine” statements about enterprise management.

The inconsistency of stereotypes and responses only emerged when women chose strategic planning as an integral part of their business. Strategic planning is believed to be more inherent in men.

As for the level of education of female entrepreneurs in Ukraine, most of them are quite well educated. A total of 52% of respondents have higher education, while as many as 18% of women have at least 2 university degrees. 12.7% have vocational education, and only 2 out of 150 have completed doctoral studies.

Respondents were also asked about their monthly earnings. For convenience, the respondents answered this question in the state currency of Ukraine – hryvnia. To analyze the results of the study, these amounts have been converted into zlotys at the rate of January 8, 2022: 1 zloty cost 6.84 hryvnias on that day.

Thus, most of the respondents, i.e., 44.7%, answered that thanks to entrepreneurial activity they manage to earn up to 20,000 hryvnias per month, i.e., PLN 2,923.98. This amount is approximately equal to the minimum wage in Poland in 2021. Considering that the majority of the respondents replied that the main motivation to start a business was the desire to gain financial independence, such research results do not lead to positive conclusions.

Almost the same proportion, 41.3% of respondents, answered that they earn 20–50 thousand hryvnias per month, which is the equivalent of PLN 2,923.98 – 7,309.94. Only 8% of women conducting entrepreneurial activities earn 50–100 thousand hryvnias, i.e., PLN 7,309.94 – PLN 14,619.88. A total of 4% of respondents earn 100–500 thousand hryvnia, i.e., PLN 14,619.88 – 73,099.42. And only 3 out of 150 female entrepreneurs in Ukraine earn more than 500,000 hryvnias per month, i.e., over PLN 73,099.42.

An analysis of the portrait of a female entrepreneur in Ukraine reveals that it is most likely a married woman. This answer was chosen by 66.7% of the respondents. A total of 6% of women entrepreneurs live in a civil marriage, 9.3% are divorced. Also, among the respondents, there were 16% of unmarried women and 3 widows.

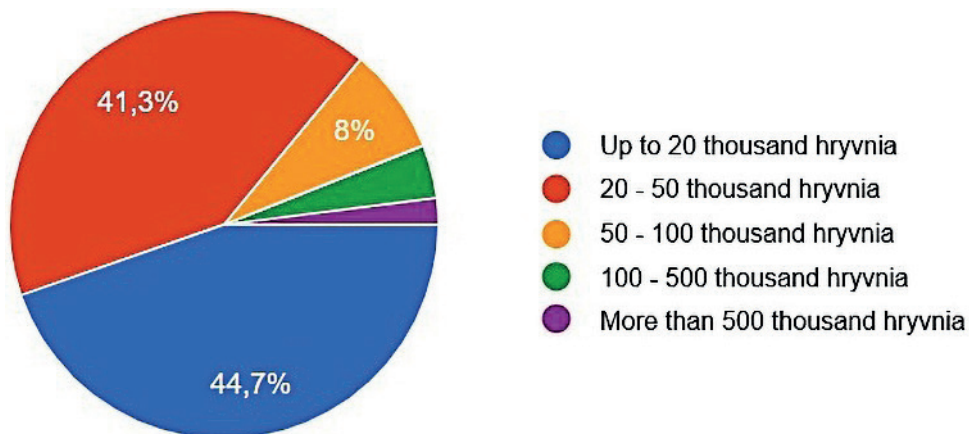


Figure 1. Responses of the respondents to question about “Profit (monthly)”

Source: own research (2021).

On the basis of the research carried out, it is possible to roughly characterize a woman-entrepreneur operating in Ukraine. For this purpose, for each question, the answer options selected by most of the respondents will be used.

Thus, the average female entrepreneur in Ukraine is a married woman aged 35 to 44 who has a university degree and lives in a city of over a million. For about 1 to 3 years, she has been an individual entrepreneur and runs a business in the production sector or other more “female” industry, therefore she has never encountered discrimination based on gender in the workplace.

Even though the main source of investment in starting a business was a woman’s personal savings, the motivation to start a business was primarily the desire for financial independence.

A woman entrepreneur in Ukraine works on-site, more than 40 hours a week and earns up to UAH 20,000 a month. At the same time, she more or less successfully combines professional duties with household duties. In her work, she mainly uses traditionally “female” management methods and believes that the main barrier for a woman to open her own business in Ukraine is the government’s policy towards entrepreneurship.

After conducting the research, it is possible to confirm or refute the hypotheses regarding female entrepreneurship in Ukraine formulated before starting the research.

The general hypothesis that the decision to start their own business allows women in Ukraine to improve their financial situation and gain independence has not been confirmed, as 44.7% of entrepreneurs in Ukraine earn up to 20,000 hryvnias, running their own company.

The first research hypothesis was: The main reason for starting a business for a woman is self-realization. In other studies conducted by the author of this paper on the portrait of a female entrepreneur, most of the women replied that their main motivation in starting a business was the desire for professional self-fulfillment.

Indeed, 22% of respondents during the presented research chose this option. However, there was a variant of the answer, which was chosen by a larger number of respondents, albeit with a small margin. This is the “desire for financial independence”. It can therefore be concluded that, firstly, for women in Ukraine, financial independence is often more important than self-fulfillment, and secondly, the first hypothesis put forward before the start of the study turned out to be wrong.

The second hypothesis was as follows: Women quite often face various forms of gender-based discrimination in business. Fortunately, this hypothesis was not confirmed either. In addition to the fact that 55.3% of women replied that they had never experienced discrimination based on sex at work, only 4% of respondents said that they often encountered such discrimination. Although such results can be explained by the fact that the respondents, according to the survey results, choose mainly more “female” branches of activity to start their own business, where there is almost no male competition, such results can be called optimistic. In similar studies conducted in Europe, responses to the question about discrimination against women were usually slightly less optimistic.

The third assumption made before the research was that women do not always manage to combine business and home duties. This hypothesis was confirmed during the study, because the options “very good” and “good enough” to the question of how effectively, in the opinion of the respondent, she manages to combine work with household chores, were chosen by less than half of the surveyed women (i.e. 42%). The remaining answers were divided into “more or less well” and “badly” (43.3% and 14.7% respectively), which can be considered as negative responses to this question.

The fourth hypothesis is: Running a business allows women to have more flexible working hours, work fewer hours per week than employees and be able to work remotely. Surprisingly, this hypothesis has not been confirmed. Unfortunately, the fact of having their own business does not always allow women in Ukraine to work at least a little less than employees, or to switch to remote work.

According to the research, more than half of the respondents work more than 40 hours a week, and only 12% work remotely, and 22% mostly work remotely. Thus, 66% of the respondents work on-site or mostly on-site.

Out of four hypotheses, only one was confirmed in the course of the research, which only confirms the relevance of the research carried out and the value of the obtained results.

5. Conclusions

The problems related to developing female entrepreneurship in Ukraine remain unresolved. Ukraine continues to face challenges such as bureaucracy, lack of government support, lack of funds and a lack of qualified personnel. It is necessary to solve the existing problems, as the development of female entrepreneurship will allow women to increase their financial independence and realize their own leadership potential, which will affect the socio-economic development of society. Despite the shortcomings, it is possible to trace the development of public organizations that foster communication between female entrepreneurs.

Women in Ukraine have a lower employment rate than men, receive lower wages and pensions, and are more dependent on state social security. In Ukraine, there is vertical and horizontal gender segregation in various sectors of the economy, women are concentrated in low-wage sectors. In Ukraine, responsibilities related to raising children and running a home in families are assigned more to women than to men.

According to the results of the survey, most female entrepreneurs in Ukraine are individual entrepreneurs, conducting business activities in the field of production, trade, services or in other areas considered as natural for women.

In research, most women cite the government's entrepreneurial policy as the main reason that prevents women from doing business effectively.

The role of the state in the development of entrepreneurship in the public sphere is identified as the relationship of the state to an average citizen. The negative attitude of the authorities towards entrepreneurship leads not only to distrust but also to a constant reaction of rejection of state institutions in the consciousness of society. The business climate in the country is a signal to the rest of the world about the democratic foundations of its structure, opportunities and investment attractiveness of such a country, the purposefulness of maintaining close economic relations with it.

It is important to support women in business because in this way the financial stability of families and the entire country can be ensured and increased. Of course, it will take a long time for women to create a friendly business environment. And here it is important to work at the legislative level, remove restrictions that prevent women from developing entrepreneurial talents and create favorable conditions for the development of female entrepreneurship.

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PROBLEMY I PERSPEKTYWY KOBIETY JAKO PRZEDSIĘBIORCY I SZEFA ORGANIZACJI NA UKRAINIE

Streszczenie

Celem pracy jest opis aktualnego stanu przedsiębiorczości kobiet na Ukrainie, a także przeprowadzenie badania przedstawiającego portret kobiety przedsiębiorczyni na Ukrainie.

Kobiety chcą pracować dla siebie i dawać pracę innym. Jednak urzeczywistnienie tego pragnienia wymaga pewnej pomocy władz. Doświadczenia gospodarki światowej dowodzą, że w okresie przemian gospodarczych polityka organów państwowych nastawiona na pomoc i wspieranie rozwoju przedsiębiorczości kobiet daje znaczący wzrost gospodarczy. Udzielanie takiej pomocy i promowanie przedsiębiorczości wśród kobiet jest niemożliwe bez jasnego zrozumienia potrzeb przedsiębiorców, uwzględniającego ich zainteresowania i priorytety.

W pracy wykorzystano kompleks wzajemnie uzupełniających się metod badawczych: analiza, synteza, analogia, dedukcja, klasyfikacja, porównanie. W badaniu wzięło udział 150 respondentek z całej Ukrainy. Badanie właściwe zostało przeprowadzone w lipcu 2021 roku przy pomocy platformy elektronicznej „Google Forms”.

Zgodnie z wynikami przeprowadzonego badania, kobiety na Ukrainie dążą do niezależności i realizacji własnych talentów, ale nie mają do tego wystarczających komfortowych warunków.

Podczas badań większość kobiet jako główny powód, który uniemożliwia im efektywne prowadzenie biznesu, podaje politykę rządu wobec przedsiębiorczości. Problemy rozwoju przedsiębiorczości wykraczają poza uzasadnienie czysto ekonomiczne i stają się jednym z ideologicznych czynników strategicznego rozwoju kraju.

Kobiety są kreatywnymi i wydajnymi właścicielkami firm, nie boją się ciężkiej pracy, są wytrwałe i po prostu nie poddają się, kreatywnie rozwiązują problemy i od razu znajdują kilka rozwiązań. Kobiety rozwijają się samodzielnie, a także wspierają się i pełnią rolę mentora wobec siebie nawzajem. Ma to znaczenie dla rozwoju nie tylko biznesu, ale całego narodu.

Słowa kluczowe: przedsiębiorczość kobiet, nierówność płciowa, rynek pracy, Ukraina.