

наявність фаху та навичок за спеціальністю, яка вже взагалі не затребувана на ринку праці. Для запобігання, пом'якшення або усунення негативних соціальних наслідків автоматизації, особливо для найбільш уразливих верств населення, повинні бути розроблені спеціальні програми та вживатися відповідні заходи у сфері законодавства, соціального захисту, допомоги по безробіттю та працевлаштуванню, професійної перепідготовки та підвищення кваліфікації.

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## GENDER INEQUALITY AND WAYS TO OVERCOME IT

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In the modern world, gender inequality remains a pressing issue both in the social and labor spheres and in many other aspects of life. Although recently more and more states and companies have been paying attention and efforts to minimize gender inequality in the labor sphere, these efforts are not enough. Today, women represent 51% of the population and have 59% of bachelor's degrees, but their initial employment rate is only 48% of employees [1], not to mention management positions.

Thus, according to the Global Gender Gap Report 2024, gender inequality is being reduced extremely insignificantly, which slows down the pace of progress in achieving parity - based on the latest data, experts believe that it will take 134 years - about five generations - to achieve full parity [2]. The latest Global Gender Gap Report shows that no country has yet achieved full gender parity, but some countries have made significant progress in overcoming gender inequality (Iceland has remained in first place for decades, with 93.5%). Overall, European economies occupy seven places out of the top ten countries. In addition to Iceland, these include Finland (2nd place, 87.5%), Norway (3rd place, 87.5%), Sweden (5th place, 81.6%), Germany (7th place, 81%), Ireland (9th place, 80.2%) and Spain (10th place, 79.7%). The remaining three places are occupied by the economies of East Asia and the Pacific (New Zealand, 4th place, 83.5%), Latin America and the Caribbean (Nicaragua, 6th place, 81.1%), and Sub-Saharan Africa (Namibia, 8th place, 80.5%).

Overall, the most significant shift is in political rights, where parity has jumped by a total of 8.3 percentage points to 22.8% over the last 18 years of research [2].

However, in the workplace and pay, gender inequality remains a significant phenomenon.

Although women are now expanding the range of professions in which they work, and the participation rate of women in the labor market is gradually increasing, which is especially true in advanced economies, many gender gaps still need to be addressed in the future.

Despite the evolution of women's roles, some companies continue to maintain a culture that reflects traditional gender divisions at work and reinforces traditional roles and expectations of men and women. Gender inequality is the difference in the status positions of women and men in various areas of society, caused by the influence of the gender factor on the possibilities of forming and realizing their social potential. Gender equality or equality between men and women is associated with the idea that all people, both men and women, have the right to freely develop their personal abilities and make choices without restrictions based on stereotypes, rigid fixation of gender roles and prejudices. Gender equality means equal consideration, assessment and attitude to the different needs, aspirations, desires and behavior of women and men. This does not mean that women and men are the same, but it assumes that their rights, responsibilities and opportunities should not depend on their gender.

Gender equality means treating women and men fairly and taking into account their needs. Gender roles are habits of behavior in a given society, community, or social group in which people traditionally perceive certain activities, tasks, and responsibilities as masculine or feminine. Such perceptions depend on age, class, caste, race, ethnicity, culture, religion, and other ideological beliefs, as well as geographic, economic, and political conditions. A productive role refers to income-generating work performed by both men and women for the purpose of producing and earning income.

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Gender inequality is a characteristic of the social system, according to which different social groups, men and women, have persistent differences and, as a result, unequal opportunities in society. If we talk about gender inequality in the world of work, then among the 5 billion people of working age in the world, women account for almost half of this population, while only about 50% of women are involved in the labor force.

Statistics show that the average salary of women is lower than the average salary of men in all countries of the world without exception. According to the State Statistics Service of Ukraine, in the first quarter of 2021, the gender pay gap reached its lowest level in the history of the country - 17.8%. (for example, in 2020 it was 20.5%). And as of 2023, the gender pay gap in Ukraine is 18.6% (this figure is lower than the global one, but higher than in many EU countries) [3]. According to the results of the study conducted by the state institution "Institute of Economics and Forecasting of the

National Academy of Sciences of Ukraine", the main reasons for gender inequality in Ukraine are:

- high level of gender segregation in the labor market (horizontal and vertical): men predominate in management positions, women - in industries and activities with lower added value or in positions with lower wages;

- differences in the level of training and work experience, which is negatively affected by the uneven distribution of responsibilities of women and men in caring for a child and other family members, as well as parental leave until the child reaches three years of age, which is predominantly used by women [4].

Most often, the gender pay gap (unadjusted) is defined as the percentage difference between the average earnings of men and women and is calculated for the average and median wages for both a particular industry and the entire economy. It is believed that the most obvious discrimination in wages between women and men is evidenced by the hourly wage indicator, since differences in average monthly wages may depend on other, more objective factors, in particular, the greater prevalence of part-time work among women.

Stereotypes prevalent in society play a significant role in balancing the wages of women and men, which leads to serious consequences, such as direct discrimination based on gender, undervaluation of women's work (including domestic and care work) and biased attitudes of employers towards women's employment.

Gender inequality is also caused by the observance of traditional male and female roles. Employers explain their discriminatory corporate policies towards women by the need to compensate for losses or expenses incurred when hiring women. This refers to the losses caused by women's lower commitment to work, since women are considered to be more focused on family, children, and fulfilling their role as mothers than on professional development. Another factor is the additional costs that an employer may incur due to the likelihood that women may go on maternity leave. The gender gap only increases as employees advance up the career ladder.

In addition, there are a number of other difficulties that women face in today's changing labor market. In all countries of the world and in all professional areas, women perform more routine tasks than men, so automation, the development of digitalization and artificial intelligence put jobs at risk especially for women.

Today, there is no single approach to solving the problem of the gender gap in the labor market, and each country or company needs to develop an individual set of measures to combat inequality, taking into account organizational, cultural and political factors.

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