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ATTITUDE TO WOMEN MANAGERS IN THE MODERN WORLD. DIFFICULTIES IN DEVELOPING THEIR CAREER

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Resume – this article deals with the attitude of people to women having managerial responsibilities. There have always been a lot of difficulties as well as stereotypes about why women should not work, but nowadays women are gaining more success and trust when are assigned to leadership positions.

Introduction. The world around us is changing every day, something is getting better and something is getting worse, but not much remains the same from day to day. In order to live confidently and calmly, people have to get more and more new information every day, accept everything new and put up with what they do not like about it. There are a lot of new professions, occupations and hobbies connected with the development of technology, and in the context, of everything, that surrounds us. Today, the field of sales and advertising is developing at a great speed. Many people aim to become businessmen, advertisers, managers. To summarize, they want to run their own business, or at least someone else's, or to some extent, to participate in it, to be a part of it [1].

Since childhood a lot of people have had the idea that a leader is a strict, serious, angry man wearing a business suit. Even the word «businessman» appeared first than the word «businesswoman». Some people still casually refer to women as «businessmen». It is normal for us and we do not notice it. Previously, women could take only lower-level positions. To get a senior position was unrealistic or too hard, that is why very few women aspired to take upper posts. They were satisfied that they worked only for the sake of additional income, or that their husbands worked, and they looked after the household, but a lot has changed since then.

Main part. In the modern world women still play an essential role in many areas and every year more and more women take senior positions and want more from life. For them it is not enough just to sit at home, keep the house and look after children, they want to have a job and qualification, get a salary and be promoted. Now women managers are perceived well, trusted, and believe in their competence. Although this was not the case until recently. To get a good job, they had to show their work tirelessly from day to day, even sometimes they had to do a little more than the men to be noticed. It was difficult to get rid of the old stereotypes about that women should not work, and if they used to spend almost all their time at home, then they could not be trusted with a serious business. Although a lot of stereotypes concerning women filed as a history, nowadays women still have problems and difficulties either when applying for a job or when getting a promotion [2].

Barriers are classified into two main categories: internal and external barriers. Job-involvement and work-based self-esteem are considered internal barriers, whereas attitudes towards women in management are considered external barriers.

In some companies, there is a negative attitude of employers to the pregnancy of employees. Everyone understands that any or almost any girl will give birth someday and she will have to go on maternity leave. All these events must be paid by law, and everyone understands it, so they do not want to take representatives of the weaker sex. It can also be emphasized that girls are more susceptible to various diseases and more often go on sick leave, what can cause a company to suffer a financial loss. However, it is still a controversial issue and depends on the person and their geneticist. Not all managers want to employ women having young children, because the risk that they will drop out of the working process is quite high. Employers fear that such employees will often have to go on sick leave [3].

A barrier to employment for women with children is often the lack of opportunities to work on a flexible schedule or remotely. A serious barrier to entering the labor market is the inability to send a child to a nursery or kindergarten. In villages and small towns kindergartens are difficult to get to, because of their location and more over there are not enough places for all children in them.

However, women are starting to catch up with men. There are many examples of women who have achieved success by their own efforts. Now they create various trainings and courses to reveal or develop these qualities in other women. Of course, the attitude towards them has changed. They are not at all inferior to men in terms of how well they know how to run a business. The female lags behind men only in the number of those who are employed in the business sphere or simply in high positions. Before submitting a request for promotion representatives of the weaker sex try to assess the situation comprehensively: they assess whether the corporate

governance style suits their values, capabilities and needs, whether the company's stated orientation towards gender representation corresponds to reality, and much more.

There is a popular opinion that a female psyche is more stable than a male's, and in difficult times, such as now, women are better able to cope with stress. Men are instructed to deal with difficulties with clenched teeth, while women are more lenient in this sense, and they are able to discuss their problems more easily, find allies, ask for help and express their emotions. It is a debatable question who is more stress-resistant as both women and men have proven to be able to work under pressure, so it is difficult to judge.

In 2017, in the European Union (EU) the employment rate of women aged 20 – 64 (66.5%) was 11.5 percentage points (pp) lower than that of men aged 20 – 64 (78.0%). In other words, the gender employment gap in the EU was 11.5 pp. Among the EU Member States, the lowest gender employment gap was in Lithuania (1.0 pp), Finland (3.5 pp), Sweden (4.0 pp) and Latvia (4.3 pp) (fig.1) [4].

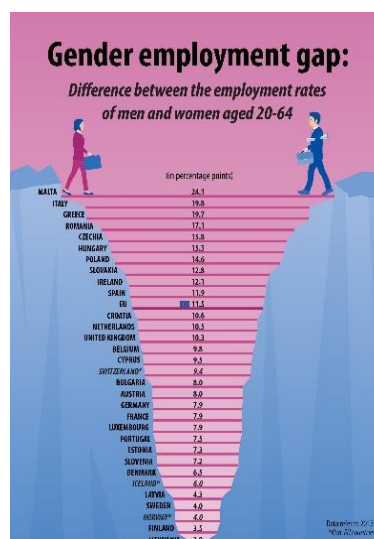


Figure 1. – Gender employment gap

Conclusion. Both men and women are good at multitasking. Women are forced to do their daily chores around the house, and then those who work away from home have to manage their office. Men as well must attend to their family affairs and the affairs of the home. Everyone should have the skills to do many things at the same time, in professional life they need to have a good command of discipline, motivation, emotional factor that will determine who is the leader in the future. Everyone has his or her own problems and special life situations, but if a person sets a goal correctly, then they will achieve it, regardless of the gender. Managers and leaders are made with a process through their experience [5].

Though it is said that women's rights are being violated there are more and more female leaders. They manage businesses, lead social projects and are actively engaged in politics. of course, they are still mostly men who take managerial posts nowadays, yet more and more women are advanced to take leadership positions.

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