

У. Podhaiskaya

Я.А. Подгайская

БНТУ (Минск)

Научный руководитель С.В. Шевченко

MODERN TRENDS IN THE DEVELOPMENT OF THE WORLD ECONOMY: A WOMEN IN BUSINESS

Современные тренды в развитии мировой экономики: женщины в бизнесе

The stereotype of an "effective manager" is still quite common in Belarus: it must necessarily be a middle-aged man who enjoys authority among colleagues and partners. But, in my opinion, the gender issue is taking a back seat in business today. With the same level of education and professional competence, a successful leader – charismatic, strong, motivating – can be a person of any gender.

Thus, according to the HSE study (report "Women's Share: a Study of non-financial aspects of the effectiveness of Western European companies", 2015), in a crisis, women managers are even more effective and show better results compared to men. Perhaps this is due to high stress resistance, innate patience and the ability to "smooth out sharp corners".

Another question is that men and women themselves are happy to support the established ideas about the role of both in the team. The former feels comfortable in a women's team, the latter are happy to create a kind of "support group" for the leader, moving progressively towards the intended goal.

The manager needs not only to be constantly 24/7, involved in business, but also to understand business processes in detail. Professional competencies and constant self-education give me the opportunity to demand the same attitude to work from colleagues, and, again, gender identity in this case fades into the background. A small bonus in my case is the opportunity to set the initial level of empathy, to achieve understanding faster, so that it is easier to get to the essence of the problem under discussion.

Expert knowledge in their own and related fields allows you to talk on an equal footing with key clients, among whom there are men. In order to discuss market development trends, conclude contracts, and develop their own production facilities, it is necessary to understand the essence of financial transactions, have predictive abilities, understand marketing, logistics, and law.

One of the "bonuses" for a female manager is the ability to work in multitasking mode, simultaneously paying attention to solving several problems. The ability to see the problem as a whole and at the same time not to lose sight of details and work with a large amount of information is a property that is more inherent in women.

In the first place is the competence of the employee, the level of his professionalism, the ability to share corporate values. It is important to understand that at work you are not subordinates, but allies and are always "on the same side of the barricades." Only this approach will allow you to effectively cope with any challenges and achieve common goals.

It is not for nothing that it is believed that female managers are more sensitive to the problems of subordinates, and subordinates are more willing to share them. This is confirmed by the fact that almost all HR directors of large companies are representatives of the fair sex. They always try to find an individual approach to each employee, understand his motives, look at the situation from his side, and based on this, determine how best to motivate and what arguments to bring. In this case, there is no universal algorithm, so everything depends only on the competent approach of the manager.

Thus, the dominance of men in management positions is clearly visible in the economy, although women can cope with all managerial tasks.

References

1. Экономика : учебное пособие / С. Н. Блудова [и др.]. – М.: Русайнс, 2022. – 239 с.
2. Борисов, Е.Ф. Экономика : учебник и практикум / Е.Ф. Борисов. – 7-е изд., перераб. и доп. – М.: Издательство Юрайт, 2021. – 383 с.
3. Парайс, Ф. ван Базовый доход. Радикальный проект для свободного общества и здоровой экономики / Ф. ван Парайс, Я. Вандерборхт ; пер. с англ. А. Гусева; под науч. ред. С. Моисеева. – М.: Изд. дом Высшей школы экономики, 2020. – 440 с.
4. Васильева, Е.В. Экономическая теория : конспект лекций / Е.В. Васильева, Т.В. Макеева. – М.: Юрайт, 2018. – 191 с.

N. Poddubny

Н.С. Поддубный

БНТУ (Минск)

Научный руководитель Н.П. Буланова

ENVIRONMENTAL PROBLEMS OF WORLD ECONOMY

Экологические проблемы в мировой экономике

Nowadays world economy is developing and changing rapidly. Economic growth is a process that has existed for a very long time from the beginning of trading in ancient countries. We have the example of history, that shows us the best way to