

## Reference

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## **WOMEN IN BUSINESS: WHY THERE IS INEQUALITY AND HOW TO CHANGE IT**

### **ЖЕНЩИНЫ В БИЗНЕСЕ: ПОЧЕМУ СУЩЕСТВУЕТ НЕРАВЕНСТВО И КАК ЭТО ИЗМЕНИТЬ**

Since the dawn of human kind business was a man's world. It is far later than dawn but this tendency is still in place. Almost four in ten businesses in G7 countries have no women in senior management positions. Globally, the proportion of senior business roles held by women stands at 24%-25%. 39% of companies don't have women in senior roles at all.

The gender diversity issue has been on the business agenda for many years now. Girls develop faster, they statistically do much better in schools and universities than boys, women are consistently hired in different positions, there is hypothetically no gender discrimination in any business fields and women are given the same opportunities as men. So it is logical to make a conclusion than women should be leading the business world, but somewhere there is a disconnect. So the question this paper asks is: Why is business predominantly male and how to change it?

1. **Gender roles**: in order to succeed in most careers, employees are expected to put in long hours to demonstrate their commitment as it reflects their ambitions and pursuit to the top. But for women, as primary caregivers in families, it might not be possible to put as many hours into their work as it is possible for men.

2. **Persisting gender bias**: thankfully the outright discrimination or «first generation bias» in the workplace is no longer a norm in most civilized countries, but there are still invisible, but powerful barriers in form of cultural beliefs about intellectual, managerial, academic abilities of women that greatly favor men.

But is it even necessary for there to be equality in business field?

Studies show that there are benefits for equality:

- Increasing national economic growth;
- Better productivity;

- Increasing in overall performance of organization;
- Constant inflow of job candidates that are highly qualified;
- Better public perception of companies that promote fairness and equality.

So what needs to change?

Companies: It is time for them to move beyond female participation at a non-existent level. If there is little-to-no diversity in decision-making there is a great chance that a company is under-performing.

Investors: They have means to pressure companies to diversify their boards which can lead to proven performance benefits.

Governments: There has to be an understanding that economies have potential for greater performance. Mixed executive teams generally perform better at low-productivity times.

People: If we want to build an equal society then we need to give opportunities to women, we need to make gender equality a habit.

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### **БЕЛОРУССКИЕ ВЕЧЕРА ДЛЯ ИНОСТРАНЦЕВ**

Today we are speaking about the tourism industry of the Republic of Belarus. Our country is in the center of Europe. Due to its advantageous geopolitical situation