

She entered Harvard Business School in 1993 and graduated in 1995 with an MBA with honors. Cheryl then worked as a management consultant for McKinsey & Company for about a year after graduation. From 1996 to 2001, she worked for Lawrence Summers, where she assisted the Treasury Department with debt relief for developing countries during the Asian financial crisis. In 2001, she joined Google where she was responsible for online sales of Google advertising and publishing products, as well as sales of Google consumer products and Google Book Search. During her time at Google, she grew her advertising and sales team from 4 to 4,000 people.

At the end of 2007, at a Christmas party hosted by Dan Rosensweig, Cheryl Kara Sandberg's life was at a turning point. Namely, she met Facebook co-founder and CEO Mark Zuckerberg. At the time, there was no official search for a COO position, but Zuckerberg believed Sheryl was the perfect fit for the position. Facebook officially announced in March 2008 that Sandberg was now the COO of Facebook. After joining Facebook, Sandberg began to come up with various plans to make the company profitable, and according to Facebook, she also handles the company's business operations such as marketing, sales, HR, business development, communications, and public policy. In 2012, she was selected and named to Facebook's board of directors, thus becoming the eighth member and the first woman on the board. Also in 2012, Sheryl Kara Sandberg was included in Time magazine's annual list of the 100 most influential people in the world. Time 100 is a list compiled annually by one of the most famous Time magazines, which was first published in 1999. On Forbes magazine's 2021 billionaire list, Cheryl's net worth is \$1.7 billion.

In August 2022, she went on record as stepping down as Facebook COO, but the contributions she made will always be remembered.

Summing up, we can say that Sheryl Kara Sandberg is an American businesswoman, billionaire and philanthropist. The woman who proved that the impossible is possible.

**D. Tulup**

**Д.В. Тулуп**

**БГЭУ (Минск)**

*Научный руководитель К.А. Белова*

## **FEMALE EXECUTIVE IN INTERNATIONAL BUSINESS**

### **Женщина-руководитель в международном бизнесе**

Currently, a progressive society lives in a post-patriarchal era. That is why the outdated system of distribution of social roles is still used in the international business environment. At the present stage, many countries have a tendency to promote women in absolutely all

areas of human activity. It is increasingly possible to notice that women have begun to occupy leadership positions, including the positions of ministers, presidents.

However, the female leadership style is very different from the male. It has its own characteristic features, features due to the difference in the psychological structure of the personality of men and women. The purpose of this work is to study the management features of a female manager.

Due to a different mindset, women initially have a more flexible approach to management, they can be multitasking. Women are guided by the people who will perform the task, takes into account their characteristics. They know how to build relationships, approach work creatively. Women managers tend to strive for development, self-knowledge, and the acquisition of new skills.

A female executive is not always ready to use risky strategies in business. Despite this, in a crisis situation, women behave very emotionally, they can panic, exaggerate failures.

A female executive often demonstrates a friendly management style. She tries to believe more in the opinion of subordinates, to create a friendly and creative atmosphere, team relations, shows generosity and nobility. Approval from colleagues and other managers is important for a female leader, even if she holds a leadership position.

Women are able to achieve significant business goals, as indicated by the world experience of international business. Lists of the most influential and famous women are published in the American magazine *Forbes* every year. In my opinion, the most famous female executive is Margaret Whitman. Margaret Whitman went down in the history of the Internet era as the first woman who managed to earn a billion online. At the age of 63, the businesswoman easily retained her place as the vice-leader of the *Forbes* rating of the richest self-made businesswomen. She is the president of the largest internet auction in the world, which earns about \$1 billion every quarter.

The result of this work can be indicated that women at the world level have shown themselves to be good leaders. Increasingly, a woman can be found as the head of a large international business, despite the ubiquitous gender stereotypes. Experts note that the most common management style among female leaders is the democratic style. It is characterized by collegial decision-making, delegation of authority and the establishment of partnerships in the team. The analysis of the management style of women makes it clear that women managers can provide stable conditions for the existence of their business, while creating a friendly atmosphere in the team.