

Секція 3

МЕНЕДЖМЕНТ, МАРКЕТИНГ ТА РИНКОВІ ТЕХНОЛОГІЇ ДЛЯ БІЗНЕСУ

GENDER POLICY IN PUBLIC ADMINISTRATION: GLOBAL AND NATIONAL DIMENSIONS

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Global and national transformations in the contemporary world create the necessity to address issues related to gender changes in societal life and its social organization. In the 21st century, the character and quality of national-level gender changes can only be fully understood within the context of global gender transformations driven by the processes of globalization. These transformations include:

- the realization of a global gender revolution, which involves expanding the role of women in all spheres of societal life and introducing new elements into existing social norms, including men's behavior;
- gender updating of organizational and management processes, as well as relevant structures of public and civil governance and their activities;
- incorporating a gender perspective into the regulatory framework of all aspects of societal life, including international and national legislation;
- an increase in female migration;
- the development of the institution of women's leadership and the inclusion of women as leaders in governing structures at both the global and national levels;
- the active utilization of informational resources by women and the alteration of the humanitarian climate in the culture of interpersonal communication between women and men, with an emphasis on partnership;
- the growing influence of women on national and international agendas and the promotion of women's activism.

According to scholars [1-3], contemporary society is witnessing the genderization of all aspects of social life and its organization.

Global trends of such gender transformation, which are reflected in international documents, include:

- globalization of gender equality on a global scale, contributing to the creation of equal conditions and opportunities for both men and women;
- ensuring equal rights and opportunities for men and women in the constitutional norms of national state mechanisms;
- international confirmation of state guarantees of gender equality in national societies;
- convergence of approaches among national state mechanisms in ensuring equal rights and opportunities;

- similarity in legislation on gender equality in various countries around the world, regions, and national societies;
- the increasing influence of gender ideology on the consciousness of the world's population, regions, and national societies;
- the diversity of forms of gender democracy in different national societies, regions, and the global community;
- the development of gender culture in the context of modern civilization;
- the genderization of political, economic, and other forms of culture;
- embedding the gender component in the policies of individual states and on a global scale;
- introducing a gender dimension into the activities of political parties and civil associations;
- promoting the formation of independent individuals who understand the necessity of equal rights and opportunities and feel the need for their legislative guarantee as a condition for self-realization and free self-expression.

Therefore, in the modern world, global gender transformations impact all aspects of societal life and its organization. Understanding these changes on a national level requires gender transformations brought about by the processes of globalization. The main objectives of gender policy in Ukraine at the current stage of societal development include:

- overcoming gender stereotypes that hinder changes in gender relations;
- prevention and elimination of all forms of gender-based discrimination in society, taking into account individual interests and the development of a democratic, legal, and social state;
- stimulating the formation and development of gender democracy and gender culture.

The main tasks of state gender policy at the current stage of Ukrainian society's development include:

- harmonizing national legislation on gender equality with international standards to ensure the respect of men and women's basic rights and freedoms;
- implementing institutional changes to guarantee the equal participation of both men and women in decision-making processes that affect their lives;
- supporting the enforcement and monitoring of equal rights and opportunities for women and men in all spheres of societal life.

The main tasks of gender policy in the state management system at the current stage of Ukrainian society's development include:

- introducing gender planning for leadership positions, taking into account leadership qualities of both men and women;
- applying a gender approach in the activities of state authorities and local self-government bodies;
- establishing a gender management system to coordinate the activities of various subjects of state policy on gender equality at the local, regional, and national levels;
- providing training for government officials and creating opportunities to enhance gender management skills and raise general gender awareness;

- incorporating a gender perspective into the training and qualification enhancement of leadership personnel, where the main criterion is the interests and capabilities of both women and men, contributing to the development of individual abilities and leadership qualities of each person.

In conclusion, gender changes are an integral part of the modern world and require collective efforts on both the global and national levels to achieve a more just and equal society, regardless of gender. Addressing the issue of gender equality necessitates the implementation of a gender policy aimed at creating a new perspective on the role of women in society.

Information Sources:

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MANAGEMENT OF REMOTE TEAMS IN MODERN DIGITAL ECONOMY

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The situation with the global pandemic has pushed organizations to accelerate the digitalization trend, acting as a kind of catalyst. Digital and information and communication technologies (ICTs) have been increasingly used as a consequence of the spread of the SARSCoV-2 virus, which caused the COVID-19 pandemic [1].

Changing business conditions of organizations in the digital economy with an exponentially growing amount of information and the global implementation of communication technologies have necessitated the transformation of approaches to the formation and management of teams and groups.

Digitalization is penetrating more and more rapidly into various areas of our activities and everyday life. Today, digital technologies are actively used in industrial enterprises, educational institutions, medical institutions and in every home. They are used to create augmented and remote reality. Virtual work promotes a digital mindset [2].

The emergence of remote business implies the appropriate management of the activities of remote teams in the new economy.

The situation with the global epidemic has pushed organizations to accelerate the digitalization trend, acting as a kind of catalyst: more and more services go online, more and more services people can receive without leaving home. This