- 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.

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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 mind-set [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

dominant trend is considered by companies as part of their strategy, by society as a certain set vector of development.

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 teams.

With the total use of information and communication technologies in the activities of remote teams, there are changes in the management of teams, so the traditional leadership style fades into the background, transforming the classical understanding of leadership.

The narrowing of communication channels requires new approaches to building a communication network and decentralizing the powers of the leader of a remote team.

Despite the fact that the essence of remote teams does not differ from traditional ones, according to formal features, the management of remote teams has factors that significantly impede their activities, which gives rise to major limitations.

Classical leadership styles become ineffective in managing remote teams, leadership functions are shifting from the paradigm of authoritarian control and centralized power, giving way to the transformational style with its variety of approaches and opportunities. Building a communication network for the interaction of members of a remote team involves decentralization of power, the presence of trans-professional or, as they are also called, «soft» skills such as: emotional intelligence, the ability to see opportunities in a complex, uncertain environment, and cross-industry communication. For a digital leader, it becomes important to solve emerging problems in a complex and be able to see opportunities in the complex, uncertain environment of the web economy.

The total use of ICT in communication helps team members achieve synergy without personal presence, the quality of technology use is an indicator of the well-established communication, planning and control functions.

That is why leaders of remote teams should pay attention to the growth zone of team members, both in the technical sense and in the direction of cross-professional skills.

It should be noted that the demand for remote teams is currently obvious, and it is assumed that it will only grow and become more complicated due to the use of mixed personnel structures in the composition of people and technologies, however, the level of remoteness of teams has not yet been reached at the proper level.

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