

Література:

1. http://tourlib.net/books_tourism/senin05.htm
2. https://ru.wikipedia.org/wiki/Туризм_на_Україне
3. <http://www.skole.com.ua/ru/papers/13-turizm/34-turizm-ekonomika.html>
4. <http://www.promgups.com/kafedra/wp-content/uploads/2015/02/Организация-тур.деятельности.pdf>

УДК 811.111

PROBLEMS OF WOMEN'S PARTICIPATION IN BUSINESS (ПРОБЛЕМИ УЧАСТІ ЖІНОК У БІЗНЕСІ)

Берзланіна Н.С. – здобувач вищої освіти групи Мен 2/3

Науковий керівник – Глумакова О.І., викладач кафедри іноземних мов МНАУ

Сучасне суспільство все частіше говорить про те що воно високорозвинене, але в ньому донині залишаються певні проблеми та стереотипи родом ледь не із Середньовіччя. Один із них – роль та можливості жінки в порівнянні з чоловіком. Тисячі успішних жінок намагаються своїм прикладом довести, що «слабка стать» – це далеке від правди визначення. Кожну четверту топ-менеджерську позицію у світовому бізнесі сьогодні обіймає жінка, — про це свідчать дослідження у всьому світі.

Ключові слова: *гендерна нерівність, жінка, чоловік, трудові відносини, нерівність, жіноче підприємництво.*

Modern society is increasingly saying that it is highly developed, but it still has some problems and stereotypes almost from the Middle Ages. One of them is the role and opportunities of a woman compared to a man. Thousands of successful women are trying to prove by their example that "weak sex" is a far from true definition. Today, one in four top management positions in global business is held by women, according to research around the world.

Keywords: *gender inequality, woman, man, labor relations, inequality, women's entrepreneurship.*

The last decades of business have attracted the attention of the whole world. Entrepreneurship is a multifaceted socio-economic phenomenon, where each of the direct

participants has the opportunity to find their place, and environmental participants maintain positive results, such as economic growth, increasing jobs, raising GDP and GNP etc.

Changes in the economy and labor market reform in terms of staff qualifications, the nature of the content of labor relations and employment contracts have become more important in the world economy. Despite the rapid growth of women in professional and managerial work, gender inequality in business in Ukraine remains high.

The motives for starting a business for women are different from men. Women are more likely to be driven by a business motive such as necessity. They are more likely to become entrepreneurs because they see no other way to enter the labor market. Women also value flexibility more than men do the ability to reconcile time between work and family life.

In the modern world, especially in established democracies, women's entrepreneurship is actively developing, for example, in the United States women own 33% of all firms with up to 500 employees, in France women make up 21% of the total number of entrepreneurs [1, p. 144].

Modern Ukrainian statistics monitors women's entrepreneurship, which allows creating a comprehensive view of women's activities in business.

Thus, over the past three years, the gender gap among Ukrainian entrepreneurs has been narrowing by 1%. As of 2016, more than 1.9 million entrepreneurs were registered in Ukraine, of which more than 1 million were male entrepreneurs and about 870,000 were female entrepreneurs.

In 2017-2018, the number of men among entrepreneurs fell by 73,000, and women - only 36,000. Due to a greater reduction in FOP among men, the gender gap in 2018 narrowed from 10.3% to 8.8%.

In 2018-2020, women registered FOPs much more often. In the last two years, 68,000 new women entrepreneurs have appeared on the market, while only 43,000 are men.

There are different areas of practice where women are more successful. For example, men's business - more than women's, based on stereotypes of struggle to the end, determination, risk, perseverance, «iron» logic, commitment, callousness, contempt for the personal interests of consumers in favor of business. Moreover, women's business, on the contrary, is more emotional and communicative, characterized by a willingness to cooperate, discuss problems, accuracy, restraint and tact. Usually the altruistic beginning is more represented in the «female» business, the selfish - in the «male».

Women entrepreneurs, according to experts, show a tendency to unite in trade unions or associations of entrepreneurs [3, p. 135]. However, at present they do not have such effective structures, so it is necessary to spread among women (especially among women entrepreneurs) the need to unite them in trade unions and associations.

Thus, it can be seen that in the business world, women have fewer opportunities for activity due to the presence of various barriers, which negatively affects the activities and career achievements of women, thereby reducing their self-confidence and self-esteem. In addition, although women entrepreneurs in Ukraine make up a quarter of business owners, they own mostly small businesses.

Література:

1. Ісакова Н. Гендерні збіги та відмінності в діяльності й оцінках українських підприємців / Н. Ісакова // Соціологія: теорія, методи, маркетинг. — 2001. — № 2. — С. 144–153.
2. Частка жінок-підприємців в Україні зростає на 1% на рік. URL: <https://ua-news.liga.net/economics/news/dihayut-u-potilitsyu-chastka-jinok-pidpriemtsiv-v-ukraini-zrostaє-na-1-na-rik> (дата звернення: 16.09.2021).
3. Лавриненко Н. Гендерный аспект развития малого предпринимательства / Н. Лавриненко, А. Рудик // Социология: теория, методы, маркетинг. — 2010. — № 3. — С. 111–135.

УДК 811.111

TRENDS IN THE ORGANIZATION OF NUTRITION FOR SCHOOLCHILDREN IN UKRAINE

(ТЕНДЕНЦІЇ РОЗВИТКУ ОРГАНІЗАЦІЇ ХАРЧУВАННЯ ДЛЯ ДІТЕЙ ШКІЛЬНОГО ВІКУ В УКРАЇНІ)

Гармаш Н.О. – здобувач вищої освіти групи ХТ 3/1

Науковий керівник – Саламатіна О. О., доцент кафедри іноземних мов МНАУ

У статті йдеться про вплив шкільного харчування на здоров'я дітей та оновлення організації харчування в закладах освіти України.

Ключові слова: діти, шкільне харчування, реформа, дослідження, раціональне харчування, збірник рецептур страв.

This article discusses the influence with the impact of school nutrition on children's health and updating the organization of nutrition in educational institutions of Ukraine.

Key words: children, school nutrition, reform, research, nutrition, a collection of recipes.