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GENDER INEQUALITY IN BUSINESS

Women entrepreneurs are not a new phenomenon in the world. While the corporate world is still fighting for the women's rights, modern business benefits greatly from women's business activity.

The contribution of women to the economy, their presence in the labor market can be traced since the times of the colonial age; in business, women began to take an active part only during the Second World War. As the men went to war, the role of the family breadwinner passed to their mothers, sisters, wives and daughters, who stayed at home.

Women began to discover a huge potential, opportunities for self-sufficiency, becoming more reputable both in the family and in business. When the men returned from the war, they again became the main earners, and the women began to create business from home. Initially, their entrepreneurial efforts were condescended, and this continued until such women as:

- Estee Lauder (American entrepreneur, founder and first chairman of the board of directors of the Estee Lauder corporation)
 - Brownie Wise (brilliant female marketer of the 20th century, who introduced the method of direct sales by presenting goods to customers at home)
 - Ruth Handler (entrepreneur, president of Mattel, creator of the Barbie doll)
- began to rise to corporate prominence and financial success.

Now, in the 21st century, the issue of gender equality in business is one of the hottest issues in the world. No one will dispute the fact that the higher we climb the career ladder, the less we see women in top positions. In almost every sphere, the beautiful half of humanity does not reach 50% in leadership positions. But why? After all, women at the expense of their flexibility, creativity, intuition and emotional intelligence are able to achieve very high results.

The career of a man depends mainly on himself, and for women, in the case of a successful career, they have to keep up with everything at once: both home and work. For professional development, a woman often faces a choice between career and personal life. In building their career, it is also difficult for women to move on a par with men. To take another step on the career ladder, you need to work more, show results better, and prove your competence and professionalism. Only in this case, the woman manages to move up the career and get high-ranking positions.

Today, I am very pleased with the fact that there are companies that are so serious about the issue of gender equality that they even set goals for business managers to increase the number of women in the management team.

One reason for this is the different management and decision-making styles of men and women. We are really different; we perceive the world around us differently, we express our thoughts differently, we are guided by different aspects in decision-making. When there are different points of view on the same problem, it is more likely that the discussion will take into account all its aspects and the decision will be the most rational and effective.

As long as professional women and female students continue to assert their rights in order to succeed and grow, change for the better is inevitable. A female entrepreneur can contribute by becoming a symbol of this change.

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