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чоловічої мотивації, що робить жіноче підприємництво унікальним інструментом забезпечення інтересів жінок, які прагнуть особистісної самореалізації в соціумі. Доведено, що жіноче підприємництво в Україні має таку тенденцію до зростання попри те, що подолання гендерної нерівності в економіці України здійснюється доволі низькими темпами.

Ключові слова: підприємництво; підприємницька діяльність; жіноче підприємництво; гендерний розріз; ринок праці; економічна активність; зайнятість; працевлаштування; юридична особа; фізична особа-підприємець.

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ЖЕНСКОЕ ПРЕДПРИНИМАТЕЛЬСТВО В УКРАИНЕ: ОСОБЕННОСТИ РАЗВИТИЯ

В статье раскрыты особенности развития женского предпринимательства в Украине, представлено авторское определение термина «женское предпринимательство». Целью исследования является выявление характерных черт, видов и форм женского предпринимательства. На этом этапе исследования были рассмотрены состояние, тенденции и особенности развития женского предпринимательства в Украине. Проведённый анализ статистических данных и материалов социальных исследований позволил раскрыть динамику развития женского предпринимательства в Украине, определить основные черты и формы женского предпринимательства, выделить основные причины предпринимательской активности женщин и структуру их мотиваций, выяснить сферы деятельности, в которых работают женщины-предприниматели. По результатам анализа статистических данных было установлено и доказано, что женское предпринимательство является фактором экономического роста, создания рабочих мест, равенства доходов, а также улучшения социальной стабильности общества. Кроме того, было проведено исследование принципов, на которых базируется деятельность предприятий, возглавляемых женщинами; проведён анализ показателей занятости, уровня доходности, уровня оплаты труда на предприятиях, которые возглавляют женщины. Результаты проведённой работы свидетельствуют о том, что главными особенностями женского предпринимательства в Украине является мотивационная составляющая предпринимательской активности украинских женщин, которая в значительной степени отличается от мужской мотивации, делает женское предпринимательство уникальным инструментом обеспечения интересов женщин, стремящихся к личностной самореализации в соціуме. Доказано, что женское предпринимательство в Украине имеет устойчивую тенденцию к росту, несмотря на то, что преодоление гендерного неравенства в экономике Украины осуществляется достаточно низкими темпами.

Ключевые слова: предпринимательство; предпринимательская деятельность; женское предпринимательство; гендерный разрыв; рынок труда; экономическая активность; занятость; трудоустройство; юридическое лицо; физическое лицо-предприниматель.

Articulation of the issue and its relation to important academic and practical objectives. Individual entrepreneurship in Ukraine is a relatively new phenomenon. The positive outcomes of individual entrepreneurship development include creating new jobs, reducing unemployment, ensuring GDP growth and budget revenues, stimulating the development of local infrastructure, and increasing the competitiveness of domestic goods and services. Both men and women are engaged in entrepreneurship in Ukraine. The role of female entrepreneurship is gradually growing around the world and women's influence on the economy is increasing. The study of women's participation in entrepreneurship is especially relevant in the context of the fact...
that entrepreneurship is the basis for the formation of the middle class, which is the social basis of civil society.

**Analysis of recent studies and papers on the issue.** Such domestic scholars as I. Bosak, N. Isakova, N. Lavrynenko, N. Oliinyk, Yu. Pachkovskyi, A. Stavytskyi, V. Sukovata, V. Shatska have considered the issues of female entrepreneurship development in their papers.

**The objective of the paper** is to analyze the specifics of female entrepreneurial activity in Ukraine. To highlight typical features, types and forms of female entrepreneurship. To identify main reasons of female entrepreneurial activity. To define the phenomenon of female entrepreneurship.

**Presentation of basic materials:** The findings of the "Index of Women Entrepreneurs" study conducted by Mastercard suggest that the index of women-entrepreneurs is higher in developed countries. New Zealand has ranked first, while Canada and the United States of America have ranked second and third respectively. Developed countries have more favorable conditions for development of female entrepreneurship, including active organizations and associations of small and medium-sized business owners, high quality regulation and ease of doing business [7]. In the US, women start new businesses one and a half times more often than men. Today, it is women who head more than a third of American companies and their number is constantly growing [3].

In Ukraine, the official statistics does not record data on the gender of business owners. There is a lack of data to accurately assess the role of women in development of domestic entrepreneurship. Under such conditions, the analysis of the dynamics of female entrepreneurship becomes a difficult task. Additional information can be obtained through sociological research, but it is conducted rarely and unsystematically.

According to a nationwide survey conducted in 2001 by Kyiv International Institute of Sociology, women constituted 38% of all individual entrepreneurs. They also controlled a quarter of small enterprises (26%) and a sixth of medium and large enterprises (15% and 14%, respectively) [18].

According to the 2011 report of the International Finance Corporation (IFC) called "Investment climate in Ukraine as seen by businesses", 77% of surveyed companies were headed by men, while 23% were headed by women [4].

According to the study called "Women and men in management positions in Ukraine", women accounted for 42% among all self-employed persons and only for 32% among employers in 2017 [15]. Thus, in 2017, 37% of Ukrainian enterprises were managed by women. According to statistics, in 2020, the rate of self-employed women and women running their businesses amounts to 37.7% [2, 10] (Fig. 1).

![Source: [2, 4, 10, 15, 18].](image)

**Fig. 1. The share of women and men among the heads of legal entities and individual entrepreneurs in Ukraine**
Thus, employed women in Ukraine more often work for hire than as employers and self-employed persons, as compared to men.

The existence of a gender gap in the issues of management roles in business can be explained by the fact that men and women have different motives for starting a business. Sociological research demonstrates that there are three main groups of motives [9, p. 147–148, 16, p. 138]: conscious desire to succeed and to realize oneself professionally (25%); spontaneous decision made under the influence of favorable circumstances (6%); forced decision made under the influence of adverse economic circumstances (18%). There is a number of features common to female entrepreneurship, namely:

1. Enterprises run by women are less profitable and less productive than those owned by men. A typical enterprise headed by a woman is small (up to 50 employees) and its revenues do not exceed UAH 3 million. Women do not hold managerial positions in highly profitable industries. Usually, women work in less profitable sectors of the economy. The gap in average business income between men and women amounts to 35% on average. The difference in the salary rate amounts to 15% on average [19, p. 147–148]. This can be explained by the fact that, according to statistics, women are more likely to work in sectors that are more competitive and less profitable; women start and run small businesses; women do not spend enough time on business development because they also have family responsibilities; women are reluctant to take risky business ideas.

2. Female entrepreneurship mainly belongs to social entrepreneurship which is created in the format of small or even micro-business, in which women predominate.

3. Enterprises controlled by women have a steady trend of timely payment of taxes and salaries without delays.

4. Female entrepreneurs believe that compliance with ethical norms is a necessary condition for success and consider dishonesty unacceptable in business [1, p. 17].

5. Businesses run by women tend to hire women, giving them the opportunity to have a flexible work schedule.

6. An interesting feature of domestic female entrepreneurship is that business activities of women are supported and propelled by their family circle. According to sociological data, 54% of men and other family members approve and support women doing business and only 5% do not approve it [9, p. 150].

7. The difference between domestic female entrepreneurship is that it has a steady upward trend, despite the fact that overcoming gender inequality in Ukrainian economy is going at quite moderate pace.

8. While running a business, a female entrepreneur does not abandon her family responsibilities, which require a significant amount of time.

**Conclusions.** The findings of the study of female entrepreneurship in Ukraine allow us to conclude the following: firstly, female entrepreneurs in Ukraine constitute a quarter of business owners and own mostly small businesses. Secondly, businesses headed by women are less profitable. Thirdly, female entrepreneurship plays an important social and economic role in the society by providing women with their own employment, creating additional jobs and addressing important social needs of the society. Furthermore, the author has concluded as part of the study that female entrepreneurship is a type of economic activity carried out by women on a permanent basis, on their own behalf and at their own risk within the legal field, which aims at meeting their own economic and social needs while maintaining their fulfillment of female gender duties.

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