

JEL CLASSIFICATION: A13, J16, J20

## WOMEN'S ENTREPRENEURSHIP IN UKRAINE: FEATURES AND PROSPECTS

**Nataliia Yu. OLIINYK**

*Candidate of Political Sciences, Associate Professor of the Department of Social Sciences of the Lviv Institute of Banking the University of Banking of the National Bank of Ukraine*

*Summary. The article analyzes the features of women's entrepreneurship in Ukraine. The research has revealed the characteristics, types and forms of female entrepreneurship. Main reasons of women's entrepreneurship, its barriers and obstacles are*

*identified. The causes of need to promote women's entrepreneurship are grounded. And as a result the way to achieve it through the women's unification in trade unions or business associations is offered.*

**Key words:** *entrepreneurship, women, gender, «double time», small and medium businesses.*

Women's entrepreneurship is relatively a new phenomenon for Ukrainian economy. Research of women's involvement in business is especially important because entrepreneurship is the basis for the middle class formation, which is the social basis of civil society. The middle class contributes to the promotion and defense of democratic principles, rules of law, and opposes any encroachment on the rights of citizens, including from the state.

The article aims to analyze the features of entrepreneurial activity of women in Ukraine, select the features, types and forms of women's entrepreneurship, identify the main reasons of women's entrepreneurship and institutional problems, barriers of different nature and content.

While analyzing the size of enterprises owned by women it is quite notable that they own mostly small enterprises, which can be explained by women's desire to find the balance between the job and family. Social researches' data also show that business has a steady trend of men's and women's employment by clearly defined occupations and industries. Empiri-

cal researches claim that companies headed by men have higher profits than the ones headed by women regardless of industry, size or earnings of these companies. The research also shows that women, unlike men, are more willing to hire women.

Despite the high economic activity of women and the high level of their educational and qualification potential, women's business has not become widespread activity in Ukraine because of the institutional problems, some subjective and objective reasons, socio-psychological, cultural and ideological barriers.

However, the increase in women's participation in public and business life provides transparency in governmental structures and business activities improves management in general and reduces corruption.

As women in Ukraine count for more than half of the population, a help in implementing and facilitating the growth of their of business will promote more competitive economy and serve as an important factor of women's becoming more involved in socio-political affairs.

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