

Managing gender equality on the labour market as a significant issue of today's society: Russian situation and ways to implement positive achievements of Swedish experience

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These days getting a prestigious well-paid job leads to self-fulfillment and indicates that a person has found his or her place in the society. There are many reasons why more and more women actively participate in the "career race" and have to compete with men for access to high work positions on the labour market. However, various aspects such as clichés and employers' irresponsibility build different barriers for females on the way for applying for the better job in Russia. In this case, Swedish experience on the labour market might serve as a great sample of effective measures to be taken into account for policymakers and companies' managers.

It is relevant to mention that in the USSR the majority of women had to work to provide family with money. However, during "90s the circumstances drastically changed[n1]. The economic crisis affected the whole country and caused the increase of unemployment levels, especially worsened the situation with women's work opportunities. The number of females who actively participated on the labour market declined to the level of 46.9% to the figures of previous period. The process of segregation became more obvious by underlying differences between, so called, typical women's and men's jobs in various professional fields. More than that, jobs connected with decision-making and high responsibility, also became less available for females. To say more, the level of salaries of a regular woman was 70% of the amount earned by a regular man. Especially these problems were noticeable for the category of young women - under 30 years. This was connected mainly with the concern of companies that women could take maternity leave which leads to the additional money spending for the firm.

Fortunately, these days situation improved, but the problem remains in terms of job allocation between genders. Interestingly, distribution of economically active population in 2012 in dependence of gender says that: half as much men worked as senior directors and top-managers than did women, but for the high qualified specialist the situation is the opposite (5299000 to 8558000)[n2]. In addition, the number of skilled labourer is sixfold higher for men than for women. At the same time according to the data represented in the Federal State Statistics Service for 2014 and 2015 average percentage of female participation on the labour market is 48.8%, which means positive shift to the representation of women in various professional fields[n2]. The implementation of progressive policies inspired by successful Swedish experience to support and to strengthen women's role in the economic life of the society could serve as an effective way to improve their performance on the labour market.

It is necessary to give some overview to the Swedish situation to highlight the key aspects, which Russian policymakers could take into consideration. Historically speaking, the process aiming to give more independence for women to get a prestigious job was launched in Sweden in 1970s[n3]. At that time government tried to find a balance between treating women as workers and as mothers. Interestingly, initially all the policies aimed to cover the lack of labour force, rather than to provide gender equality. Furthermore, a significant role in the process of building equal relationships played separate taxation, which introduced lower taxes for families with two earners than for those where only man was breadwinner. Moreover, Russian government could develop necessary infrastructure and increase the number of childcare providers as it was in

Sweden in 1987 when the majority of children were accommodated by the public care system. Also, the introduction of the scheme of parental insurance could compensate loss of market earnings[n3]. In Sweden there was a division to encourage fathers to participate more in young children's care and this sample also could be used by Russian managers[n4].

Another effective way to manage this asymmetric job distribution problem is to provide a political representation of women's interests. From the feminists' point of view, their participation on the political stage contributes to the building the women-friendly welfare state and provides instruments for social protection. Consequently, state is able to reorganize women's lives and change their economic behavior[n4].

Thus, distinctive features of the Swedish way of improvement performance and competitiveness in the labour market for women are creation of incentives, consistent taxation policies, covering parental insurance and children's care, providing the fertile ground for self-realization and labour force mobility[n5]. All these practices adapted in the context of Russian reality could pave the way for the future economic development, women's satisfaction of life in terms of labour relations and more opportunities for career development. Consequently, these measures are necessary for the country, which demonstrates concern about the future and recognizes that today's investments in society development and concern about gender policy are a guarantee of tomorrow's welfare.

Источники и литература

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