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# GENDER ANALYSIS OF THE WORKFORCE IN THE SPHERE OF FINANCIAL AND INSURANCE ACTIVITIES IN UKRAINE

## ABSTRACT

The purpose of the article is a further development of provisions on economic entities' compliance with gender policy, analysis of the state of parity in wages between men and women, and the forecast of the level of average wages in Ukraine. The article examines the level of dynamics of the Ukrainian population by age group and gender. It was established that as of 2021, the number of men was 12% less than women, but men have quantitative advantages in pay and management positions.

According to the analysis and forecast data for 2022-2024, a positive trend is observed in terms of women's average salary growth. However, according to the forecast data, men will be receiving an average salary that is 43% higher than that of women, which creates gender inequality in the remuneration of workers.

It was established that the gender audit technique can additionally take into account the assessment of such criteria as personnel potential, corporate and organizational culture, working conditions, management policy, and others. One of the preventive assessments of a company's compliance with the gender policy can consist of the analysis of job advertisements.

Methodical principles for analyzing the remuneration of men and women working in business entities in the financial and insurance spheres have gained further development, at the expense of which it is possible to improve the quality of the gender analysis of the workforce from the existing ones with a high-quality personnel management plan, which made it possible to make a prospective forecast of the average salaries for men and women for 2022-2024. A proprietary approach has been proposed to the methodology of such analysis, which is based on statistical reporting indicators which, unlike the existing ones, are built on the basis of the application of the relevant functions of the software product Microsoft Excel 2021.

**Keywords:** gender audit, gender analysis, employable population, staff, enterprise

**JEL Classification:** M49, M52, J16, J31

## INTRODUCTION

Citizens constitute the highest value of a state. The attitude of a state towards its citizens can be evaluated according to the following criteria: citizens' trust in legislative, executive and judicial branches of power; level of social and economic development; ability to maintain a social dialog with institutions of society and politicians.

According to the Human Development Reports ranking, which is prepared by the United Nations Development Programme, in 2020, Ukraine occupied 74-th place among 189 countries of the world in the Human Development Index [1]. Our country's index has improved by 7.4% since 1990, and on a global scale, Ukraine belongs to the category of countries with high human development. Ukraine occupied 92-th place among 167 countries in the countries' well-being ranking compiled by the international analytical organization Legatum Institute [2]. According to the Human Freedom Index 2020, Ukraine had 114-th place out of 162 countries in the world. These and other research works are carried out in order to rank countries in the international arena and give an

impetus to share the best practices in the development of a country and society in particular.

Equal rights and opportunities for different genders in all living environments of society have to be implemented through a certain public system of action, where the state, businesses, and citizens interact with each other. People and their rights are universal, indivisible and equal for each society member. The human potential will always be on top of social development, and its rational use will be the key to the development of the state. According to the Constitution of Ukraine, Art. 3: "An individual, his life and health, honor and dignity, inviolability and security shall be recognized in Ukraine as the highest social value. The State shall be responsible to the individual for its activities. Affirming and ensuring human rights and freedoms shall be the main duty of the State". Rational use of human potential, employer's objective attitude towards employees and personnel, equal gender opportunities for development, self-development, doing business, and integration of the gender approach into organizational development have to be ensured through the approaches of gender analysis.

## LITERATURE REVIEW

Theoretical aspects of gender and personnel policy, compliance with its principles, and the mechanism of formation and implementation are currently of interest to an increasing number of researchers and practitioners around the world. D. Brooks and L. Saad [3] argue that female employees face a representational "double whammy" from COVID-19: gender imbalance of leadership in the workplace is creating the inequity that is compounded — rather than redressed — by unequal political representation.

The influence of personnel on the successful operation of an enterprise in the long term perspective was studied by O. Ptashchenko, L. Chernobay, S. Malykhina, I. Verezomska, and S. Yaremchuk [4] who came to the conclusion that the main changes in production relations should take place in the sphere of formation of new models of interaction between job owners and proprietors by providing competitiveness of enterprise personnel through cooperation with market participants and introduction of new forms of personnel work.

M. Skoryk [5] conducted a review of government practices in gender measurement. The influence of the auditor's gender on the audit fee in the unique regulatory environment of auditing was studied by M. Nekhili, F. Javed, and T. Chtioui [6]. A group of authors [7] were researching the domination of men through legislative empowerment of women and found that, when a female auditor is working in a couple with a male auditor, the difference in audit fees stems not only from the presence of the female auditing partner but also from male-female interaction within the joint pair of auditors.

Attitudes to doing business of male and female managers were researched by C. Mensvoort, G. Kraaykamp, and R. Meuleman [8]. N. Cortis, M. Foley, and S. Williamson [9] investigated how senior managers are shaping gender equality in the workplace. L. Sun [10] analyzed the structure of executives' remuneration and revenue management at an enterprise.

International differences in the gender pay gap among CEOs were explored by X. Chen, W. Torsin, and A. Tsang [11]. O. Dolgalova, N. Mykhalchenko [12] investigated the problems of labor remuneration in relation to wage arrears and deepening of inequality in its repayment, and the spread of off-the-books payments in all sectors of the economy. C. Coron [13] explored the equal pay index for men and women: the effective power of quantitative agreements.

A team of scientists O. Samborskyi, A. Samiilenko, M. Mykhailiuk, and V. Melnyk [14] carried out a comparative analysis of career opportunities created by enterprises of the energy sector for women and men, persons involved and not involved in raising children. In their research works S. An, and S-Y. Lee [15] found that diversity as well as disparity, that is, an evenly distributed power between groups, have positive impacts on organizational performance.

A group of domestic researchers K. Nazarova, V. Hordopolov, T. Melnyk, and N. Poddubna [16] carried out a risk analysis based on the company's financial and non-financial reporting and established that such risks include, among others, the human resource risk. N. Nguyen's [17] research shows that rural women's non-agricultural work is not very stable, and they are not always able to access social security.

B.T. Hasan, P. Chand, M. Lu [18] confirmed the hypothesis that female auditors use more qualitative information to evaluate materiality judgments compared to their male colleagues. Taking into account global research in the field of equality between men and women, the issues of implementation and analysis of compliance with gender policy at the macro and micro levels, the establishment of equality in working conditions and pay for men and women, dignified treatment of business owners towards both sexes, these and other issues remain unresolved the issues are relevant for the whole world and require further study.

## AIMS AND OBJECTIVES

The purpose of the article is to develop methodical approaches to gender analysis of the workforce in Ukraine in order to plan its future development. The purpose of the article is a further development of provisions on economic entities' compliance with gender policy, analysis of the state of wage parity between men and women, and the forecast of the level of average wages in Ukraine. In order to achieve the set goal, we completed the task of analyzing the workforce in the field of financial and insurance activities in Ukraine based on the analysis of the population of Ukraine by age group and gender.

## METHODS

Scientific developments of Ukrainian and foreign scientists on the selected issues became the conceptual and methodological basis of the research. The article is using systemic and conceptual methods and approaches, which has allowed for achieving the unity of research, in particular: on the basis of statistical data from the State Statistics Service of Ukraine, statistical analysis methods were used to evaluate the total population size and the size of the economically active population of Ukraine, average monthly salaries in different types of economic activities, as well as structure of legal entities and individual entrepreneurs according to manager's gender. The method of mathematical forecasting was used in the development of the average salary forecast (for full-time employees) for 2022-2024. The method of generalizations was applied to analyze reports of international organizations.

## RESULTS

According to international treaties ratified by Ukraine and international regulatory acts, our country ensures equal legal status for men and women. For example, article 24 of the Constitution of Ukraine states: "There shall be no privileges or restrictions based on race, skin color, political, religious, and other beliefs, gender, ethnic and social origin, property status, place of residence, linguistic or other characteristics. Equality of the rights of women and men shall be ensured by providing women with opportunities equal to those of men in public, political and cultural activities, in obtaining education and in professional training, in work and remuneration for it; by taking special measures for the protection of work and health of women; by establishing pension privileges; by creating conditions that make it possible for women to combine work and motherhood; by adopting legal protection, material and moral support of motherhood and childhood, including the provision of paid leave and other privileges to pregnant women and mothers" [19].

Labor Code, Article 2 states that "any discrimination is forbidden in the sphere of labor, in particular, violation of the principle of equality of rights and opportunities, direct or indirect limitation of employees' rights depending on race, the color of skin, political, religious and other beliefs, sex, gender identity" [20].

In this way the national legislation regulates the equality of rights of men and women, taking into account their equality regardless of their different gender roles. The Law of Ukraine "On Ensuring Equal Rights and Opportunities of Women and Men" gives the following definition of gender equality: "equal legal status of men and women and equal opportunities for its realization, which allows for people of both genders to equally participate in all the spheres of life of the society" [21]. The Sustainable Development Agenda 2030 determines that: "human rights have the key role in the development, and gender equality is a necessary condition to achieve the Sustainable Development Goals" [22].

Compliance with gender policy by business entities has to ensure the improvement of labor efficiency. Because it is directly impacted by the balance not only between men and women but also between work and family. Thus, research of Mental Health America and Total Brain [23] has determined that 60% of people aged from 18 to 35 mentioned that their efficiency at work had reduced due to the stress that appeared when they were trying to combine work and personal responsibilities.

In 2019, UNFPA presented the results of research entitled "Gender Equality and Response to Domestic Violence in the Private Sector of Ukraine: Call for Action" [24], which discovered certain challenges related to the support of families, in particular: 76% mentioned that there were no special "family-friendly" policies for staff with family obligations in their companies; 53% saw a need in the "work and life balance" corporate policies; 45% agreed that the management had an equal attitude towards women and men when providing parental leave to take care for their sick children. As we can see, the principles of balance between work and family are not prevalent in Ukrainian companies. In this regard, in 2021, the "Family Friendly Companies" rating was held [25], in which 50 companies in 16 economic sectors demonstrated their policies and practices for supporting employees with families. According to the rating results, it was established that the prevailing majority of companies have corporate policies for balancing work and family (80%) and gender equality policies (78%). Most of them are integrated into other corporate policies. Mostly, separate chapters on gender equality, work and

family balance exist in the codes of ethics, diversity policies, or well-being programs. Only 16% of companies have dedicated work and family balance or responsible parenting programs.

Despite the human rights which are guaranteed by international treaties, resolutions, and declarations (General Declaration of Human Rights, International Covenant on Civil and Political Rights, Declaration on Elimination of Violence against Women, UN Conventions etc.), and national regulations, there exist business entities of different ownership forms paying insufficient attention to gender equality or even excluding it from the priorities of their operation, which has a negative impact on ensuring achievement of the European integration values and mainstreaming gender equality in all the spheres of life of the society.

In this regard, constructive solutions should be introduced and implemented for maximum compliance of all business entities with the integrated gender approach, which will result in an assessment of the efficiency of compliance with the gender policy of the entire country.

In order to confirm that compliance with the gender policy should be a component of the company's management system, in the study, the authors analyze some macro indicators that have an impact on gender dimensions.

The dynamics of the population of Ukraine during 2013-2021 has a downward trend, during the period it decreased by 5.2 million people, and as of January 1, 2021, it was 40 million, of which: 19 million people were male, 21, 9 – female (Table 1).

**Table 1. Dynamics of the population of Ukraine during 2013-2021, million people.** (Source: systematized by the authors based on [26])

Gender	Years								
	2013	2014	2015	2016	2017	2018	2019	2020	2021
Males	20.9	19.8	19.9	22.7	19.5	19.4	19.3	19.2	19
Females	24.3	22.9	22.9	19.6	22.6	22.5	22.4	22.2	21.9
Both sexes	45.2	42.7	42.8	42.4	42.1	41.9	41.7	41.4	40

According to the statistical data, we can observe that the number of men in all age groups is lower than that of women by 12%. For further research, we shall analyze the size of the economically active population (Table 2), which provides the supply of its labor force for the production of goods and provision of services, and accordingly is a component of the gender policy of business entities.

**Table 2. The size of the Ukrainian workforce disaggregated into gender and age groups in 2017-2021, mln people.** Notes – M – males, F – females. (Source: systematized by the authors on the basis of [26])

Age group, years	Years									
	2017		2018		2019		2020		2021	
	M	F	M	F	M	F	M	F	M	F
15-24	0.7	0.6	0.7	0.5	0.7	0.5	0.6	0.5	0.6	0.5
25-29	1.4	0.9	1.2	0.9	1.2	0.8	1.1	0.8	1	0.7
30-34	1.5	1.2	1.5	1.2	1.5	1.1	1.4	1.1	1.4	1
35-39	1.3	1.1	1.3	1.2	1.4	1.2	1.4	1.2	1.4	1.2
40-49	2.2	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3
50-59	1.8	1.9	1.8	1.9	1.9	2	1.8	2	1.8	2
60-70	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Total	9.2	8.3	9.1	8.3	9.3	8.2	8.9	8.2	8.8	8

As we can see, the largest number of people of working age falls in the age group of 30-34...50-59. The difference between men and women in this range makes an average of 0.81 mln people. The higher the age group, the smaller the difference between the number of women and men.

The remuneration of labor is one of the key gender indicators that allow us to figure out the financial situation for genders in different environments. The analysis of the average monthly salary in different types of economic activities in 2021 is shown in Table 3.

**Table 3. Average monthly salary in different types of economic activities in 2017-2021, UAH.** Notes – M – males, F- females. (Source: systematized by the authors based on [26])

Type of activity	Years									
	2017		2018		2019		2020		2021	
	M	F	M	F	M	F	M	F	M	F
On average for an economy	8.3	6.4	11	8.5	12.7	9.9	14.2	11.6	16.9	13.8
Agriculture, forestry and fishing	6.8	5.4	8.6	6.9	9.9	8	11.2	9.1	15.2	12
of which agriculture	6.5	5.2	8.3	6.6	10	7.8	11.2	8.9	14.3	11.1
Manufacturing	8.6	6.6	11.8	8.8	13.9	10.4	15.1	11.3	17.7	13.3
Construction	6.6	6	9	8.1	10.1	9.6	10.9	10.5	12.5	10.9
Wholesale and retail trade; repair of motor vehicles and motorcycles	8.7	6.7	11.4	8.8	12.9	10.2	13.3	10.8	16.2	13
Transportation and warehousing, postal and courier activities	9	7	11.4	8.7	13.4	10.3	14.2	10.4	16.6	12.7
Land transport and transport via pipelines	0	0	9.7	9.4	11.1	10.9	13	11.3	14.5	13.3
Water transport	8.6	8.4	11.6	11.1	13.5	12.7	13.3	14.3	14.7	14.7
Air transport	9.5	8	44.7	27	30.4	23.2	29.5	13.6	36.9	26
Warehousing and support activities for transportation	5.9	3.7	12.2	10	14.6	11.9	14.7	11.8	17.8	14
Postal and courier activities	5.6	4.8	7.8	4.8	8.8	5.7	10.1	6.5	11.8	8.2
Accommodation and food service activities	13	10.8	6.9	5.9	7.5	6.8	7.1	6.5	10	8.7
Information and communication	17.2	11.2	16.7	13.5	19.9	16.3	23.7	18.4	30.6	23.9
Financial and insurance activities	6.3	5.8	22.5	14.6	26.4	17.6	26.8	18.4	33.2	22.7
Real estate activities	11.2	9.5	8.2	7.3	9.6	8.8	9.9	9.4	12.5	11.3
Professional, scientific and technical activities	9.2	7.5	15.1	12.1	17.5	13.7	21	16.5	23.7	18.6
of which scientific research and development	5.7	5.7	13.5	10.5	14.5	11.3	16.1	13.4	18.5	15.3
Administrative and support service activities	10.4	9.6	7.9	7.7	9.3	9.6	10.4	10.9	12	12.2
Public administration and defense; compulsory social security	6.2	5.7	14.9	14.4	17.3	16.8	20.2	18.1	23.7	20.8
Education	5.4	4.9	7.6	7.4	8.8	8.6	10.4	10.1	13	12.7
Human health and social work activities	5.5	4.9	7	6.3	8.2	7.4	13	11	13.9	12.2
of which human health	8.9	5.4	7.1	6.3	8.2	7.4	13.5	11.3	14.2	12.4
Arts, sports, entertainment and recreation	0	0	10.5	6.9	11.4	8	15.9	9.2	17.2	11.7
Arts, entertainment and recreation activities	6.6	5.3	8.2	7	9.3	8	10.7	9.1	13.6	11.6
Libraries, archives, museums and other cultural activities	5.6	5.6	7.3	6.9	8.9	7.9	9.5	9	12.3	11
Other service activities	7.3	6.1	9.2	8.2	9.7	9.4	13.4	13.2	14	14.1

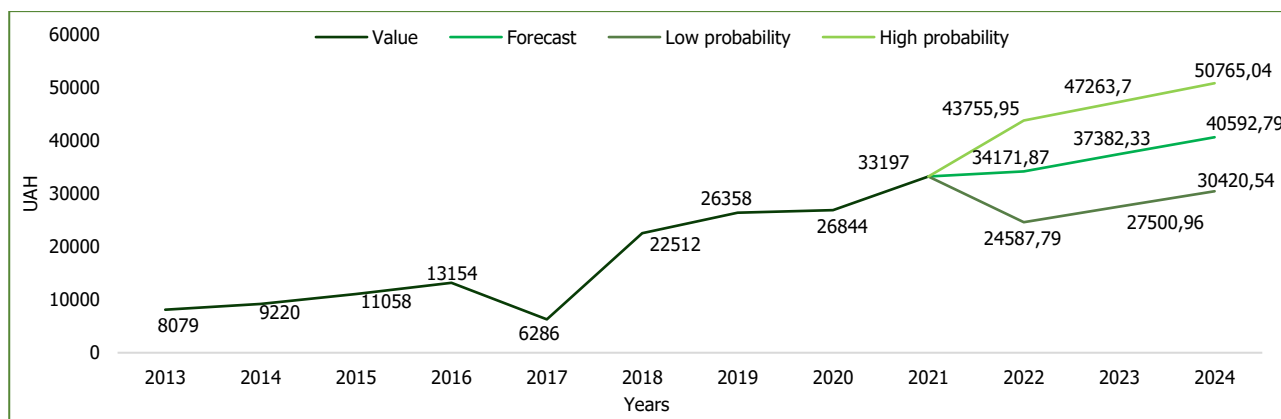
As can be seen in table 3, in 2021, specialists in the sphere of air transport, information and telecommunications, financial and insurance activities, public administration and defense enjoyed the highest levels of salary. Having analyzed the results of quantitative and qualitative deviation between the salaries of men and women, we can see that in all positions men enjoy a higher level of labor compensation, except for activities in the sphere of administrative support and auxiliary services, where women get UAH 100 more on average. On average in the economy, men get salaries that are higher by UAH 2.6 (16.7%) compared to women.

In order to develop a forecast of the average salary (of full-time employees) for the next three years, we shall take the "Financial and insurance activities" sector of the economy, because it belongs to those with the highest salaries among all sectors of the economy of Ukraine, Table 4.

**Table 4. Average salary (of full-time employees) in the economic sector "Financial and insurance activities".**

Years	The size of the average salary, UAN	
	Males	Females
2013	8079	5395
2014	9220	5940
2015	11058	7347
2016	13154	8815
2017	6286	5753
2018	22512	14559
2019	26358	17569
2020	26844	18386
2021	33197	22726

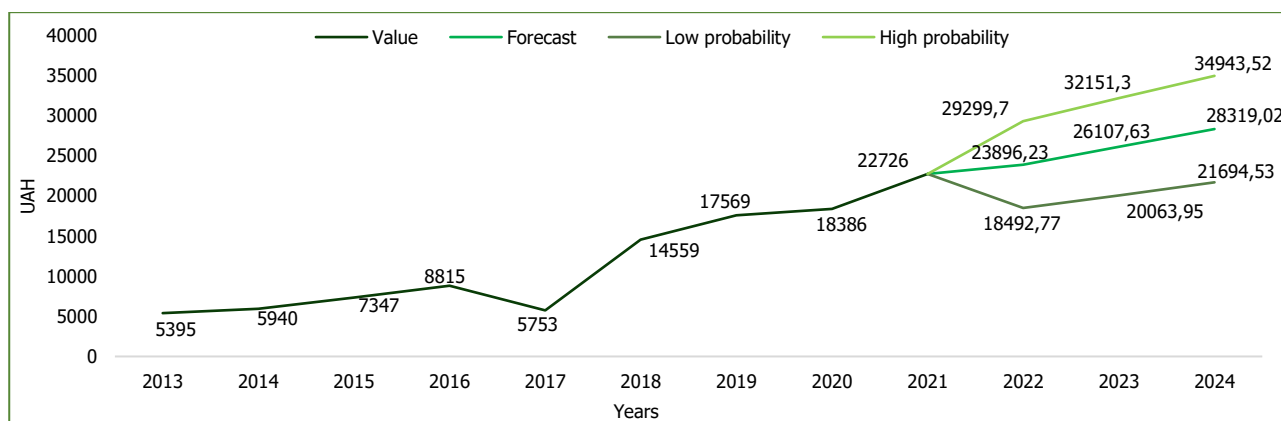
Based on Table 1, we shall build a forecast of the average salary of men for the next three years (2022, 2023, 2024). We shall make the forecast using the "Forecast sheet" function of Excel software. The developed forecast of the average salary of men in the "Financial and insurance activities" economic sector is shown in Figure 1.



**Figure 1. Forecast of the average salary of men in the economic sector "Financial and insurance activities".**

From the compiled data (Figure 1), it can be seen that the average salary of men is UAH 34,171.87 in 2022, UAH 37,382.33 in 2023, and UAH 40,592.79 in 2024. This indicates a constant increase in wages, by 2.9% in 2022 compared to 2021, in 2023 – by 12.6% compared to 2021, and also by 22.2% in 2024 compared with 2021, which reflects a positive trend.

Based on Table 1, we shall develop a forecast of the average salary of women for the next three years (2022, 2023, 2024) (Figure 2).



**Figure 2. Forecast of the average salary of women in the economic sector "Financial and insurance activities".**

Figure 2 shows that the average salary of women in 2022 is UAH 23,896.23, in 2023 – UAH 26,107.63, and in 2024 – UAH 28,319.02. This indicates a constant increase in wages, in particular, in 2022 compared to 2021 by 5.0%, in 2023 – by 14.88% compared to 2021, and also by 24.61% in 2024 compared to 2021. There is a positive trend towards an increase in the average salary of women during the above time periods.

Let's analyze the forecasted size of the average salary of men and women, in Table 5.

**Table 5. The forecasted average salary of men and women for 2022-2024 in the "Financial and insurance activity" sector of the economy.**

Forecast years	The amount of wage, UAH		Deviation	
	Males	Females	Absolute, UAH	Relative, %
2022	34171.87	23896.23	10275.64	43.00
2023	37382.33	26107.63	11274.7	43.18
2024	40592.79	28319.02	12273.77	43.34

Analyzing Table 2, it can be seen that the projected salary of men and women differs, namely in 2022 – by UAH 10,275.64 or 43.00%, in 2023 – by UAH 11,274.7 or 43.18%, in 2024 – by UAH 12,273.77 (43.34%). This means that men receive an average salary that is 43% higher than that of women, which creates gender inequality in the remuneration of employees.

This trend may be related to the fact that the heads of legal entities are mostly men (70.7%), Table 6.

**Table 6. The structure of legal entities and individuals by gender of the manager as of January 1, 2022.** (Source: calculated by the authors on the basis of [26])

Indicator	Total	Males		Females		Deviation
	units	units	%	units	%	%
Number of registered legal entities according to manager's gender	1,437,009	1,016,341	70.7	420,668	29.3	-41.4
Number of registered individual entrepreneurs according to manager's gender	1,359,002	721,011	53.1	637,991	46.9	-6.2
Number of active enterprises according to manager's gender, November 01, 2021	698,771	456,763	65.4	242,008	34.6	-30.8

The statistical data of table 4 point to the fact that legal entities are mostly managed by men (70.7%). The structure of managers of individual entrepreneurs is distributed almost proportionately, the deviation being 6.2% (53.1% men, 46.9% women). The indicator of the number of active enterprises, which includes enterprises of the non-financial and financial sectors of the economy, institutional units in the sector of general public administration, and the sector of non-commercial organizations servicing households, shows that 65.4% of managers are men, which is by 30.8% more than women.

Therefore, such sample gender statistics demonstrates that in the pre-war period, in Ukraine the number of men was smaller than that of women, however, men more often occupy managerial positions and enjoy a higher level of labor remuneration.

In Ukraine, the institutional bodies that regulate issues of gender equality are the Vice Prime Minister for European and Euro-Atlantic Integration, the Cabinet of Ministers of Ukraine, Verkhovna Rada of Ukraine, central executive agencies, the Ministry of Social Policy, regional (oblast) state administrations, bodies of local self-government, platforms of civil society organizations and councils on issues of gender equality and women empowerment. All these representative offices coordinate the issues of gender policy realization in Ukraine on the macro level. On the micro level, compliance with gender policy and its procedures is the task of business entities. It is possible to establish whether gender policy is observed and implemented within a business entity according to the results of a gender audit – a relatively new tool for achieving a comprehensive gender policy. With this aim, the Ministry of Social Policy of Ukraine approved the Guidelines on conducting a gender audit by enterprises, institutions and organizations with its Decree No. 448 of August 9, 2021. The document determines the objective of conducting a gender audit as: "...evaluation of the state of ensuring equal rights and opportunities of men and women by enterprises, institutions, organizations, identifying existing problems, determining ways to

reduce the gender inequality, analysis of changes in this regard that have occurred at the enterprise, institution, organization (compared to the results of a previous audit), as well as raising employees' awareness on the implementation of a comprehensive gender approach in their activities [27].

A gender audit will allow the analysis of how the principles of ensuring equal rights and opportunities for men and women are mainstreamed in human resource policy and activities of an enterprise, institution, or organization as well as to determine the mechanisms of:

- raising the efficiency of human resource management and capacity development of women and men considering their value orientations;
- ensuring equal opportunities for men and women in employment, professional training, in particular, retraining, improvement of skills, and career development;
- ensuring equal remuneration for the labor of equal value, i.e., labor that requires the same qualification, same or similar work in equivalent conditions, or labor that is different in essence but equal according to objective criteria (qualifications, intensity, responsibility, work conditions);
- creation of labor conditions that would allow women and men to carry out labor activities on an equitable basis, in particular, ensuring possibilities to combine labor activities with family responsibilities;
- creation of labor conditions that are safe for the life and health of women and men;
- prevention of and protection from discrimination, cases of sexual harassment, sexism, mobbing, and other manifestations of violence on the basis of gender in the workplace and development of zero tolerance towards domestic violence;
- consideration of the practical needs of different groups of women and men, who are recipients of goods/services provided by an enterprise, institution, or organization;
- equitable distribution of financial resources;
- overcoming gender stereotypes;
- awareness raising/improvement of employees' knowledge on the issues of ensuring equal rights and opportunities for women and men and using gender approaches in their activities [27].

It is worth noting that this technique was developed for internal use by enterprises and can take into account the assessment of such criteria as human resource potential, corporate and organizational culture, working conditions, management policy, and others. One of the preventive assessments of the company's compliance with the gender policy can consist of the analysis of job advertisements, in which it is forbidden to make demands on the basis of race, skin color, age, gender, health status, disability, suspicion of or having HIV/AIDS, sexual orientation, political, religious and other beliefs, membership in trade unions or other public associations, ethnic and social origin, family and property status, place of residence, language or other characteristics that are not related to the nature of the work or the conditions of its performance [28].

However, it is impossible to argue that gender-responsive approaches have not been mainstreamed into strategic, program, project, or financial documents of business entities before. For example, the Gender-Responsive Budgeting project was implemented in Ukraine with the financial support of the Government of the Kingdom of Sweden through the Swedish International Development Cooperation Agency with the aim of advisory support of the Ukrainian Ministry of Finance in the process of mainstreaming gender-responsive budgeting in Ukraine during 2013-2018 with a follow up in 2021[29]. In the course of project implementation, the following was established: low level of awareness of public officers and officials of local self-government about the gender equality policy; limited understanding of gender-responsive budgeting; absence of legislative support for the implementation of gender-responsive budgeting; formal use of the program-based targeted method; rejection of changes in the process of development of documents that are used in the budgeting process by public officers and officials of local self-government; staff turnover leading to the loss of institutional memory and weakening of responsibility for previously adopted decisions; absence of gender-disaggregated data and gender statistics which prevents from conducting a high-quality gender analysis of programs financed by the national and local budgets; weak coordination between all stakeholders regarding the pervasive comprehensive integration of gender approach in the strategy, policy, programs, and projects. According to the results of research entitled "Gender Dimensions of the COVID-19 Pandemic", the following conclusion was made: "the crisis connected with the COVID-19 pandemic and budget decisions made by the government have different consequences for women, men, and subgroups within these two categories. Women are concentrated in the sectors which were the first to be affected by the negative impact of state budget cuts and implementation of lockdown measures: culture and arts, education, trade in non-food products, hotel and tourism sector, hairdressing business, etc. [30].

## DISCUSSION AND CONCLUSION

During the years 2013-2021, the population of Ukraine was decreasing. As of 2021, its size was 40 million people. The largest number of people of working age belongs to the age group of 30-34 ... 50-59 years. The average difference between men and women in this range is 0.81 million people. The higher the age group, the smaller the difference in the number of women and men.

On average in the economy, men receive UAH 2.6 (16.7%) more in wages than women. In this connection, the question arises of determining the connection between the state and business in the obligations to ensure human rights and what place in this connection belongs to the person himself. The research of the article in the direction indicated by the authors continues, in particular with regard to the analysis of the problems of remuneration regarding the optimal amount of wages, the amount of the subsistence minimum, and the payment of social guarantees to employees. Comparative analysis of the amount of labor remuneration is not a new issue in scientific research, but research on this topic is mostly based on retrospective analysis of past events and facts that are related to this topic and do not take into account gender features. Such an analysis evaluates the amount of wages, the living wage, which was for a certain period of time, but the possibilities of this analysis, despite its accuracy, are limited. In this research, on the basis of various macro indicators and average salary data for the "Financial and insurance activity" sector of the economy in 2013-2021, the threat of this indicator for 2024 was made by gender. The issues of equality in pay for men and women in the field of financial and insurance activity, and the determination of the estimated amount of pay remain open.

On the basis of the application of the relevant functions of the software product Microsoft Excel 2021, an own approach to the method of analysis of the prognostic amount of wages was proposed, according to the results of which it was established that the prognostic amount of wages of men and women are different, namely in 2022 – by UAH 10,275.64 or 43.00%, in 2023 – by UAH 11,274.7 or 43.18%, in 2024 – by UAH 12,273.77 (43.34%). Therefore, the next step may be the development of a set of measures aimed at increasing the level of transparency in the remuneration of men and women. This means that men receive an average salary that is 43% higher than that of women, which creates gender inequality in the remuneration of employees in this field.

The indicator of the number of active enterprises, which includes enterprises of the non-financial and financial sectors of the economy, institutional units in the sector of general public administration, and the sector of non-profit organizations serving households, shows that 65.4% of managers are men, which is by 30.8% more than women. The above shows that in Ukraine, men receive higher wages and more often occupy management positions. For an objective assessment of the situation, it is necessary to use a gender audit, which today has a recommendatory nature and can be organized and conducted on a voluntary basis at the initiative of the employer, trade union, or representatives of the workers' association. During such an audit, the method of examination, self-assessment of internal organizational processes, organizational structure, and human resource policy of the business entity is applied. The methodology for conducting such an audit should include the task of verifying job advertisements in terms of compliance with non-discriminatory requirements for both genders. Compliance with the gender policy should be one of the primary tasks of the enterprise, regardless of its form of ownership and structure. Each employee should be equal in their rights and responsibilities, which will contribute to the effective operation of the enterprise.

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## **ГЕНДЕРНИЙ АНАЛІЗ РОБОЧОЇ СИЛИ У СФЕРІ ФІНАНСОВОЇ ТА СТРАХОВОЇ ДІЯЛЬНОСТІ В УКРАЇНІ**

Метою статті є подальший розвиток положень щодо дотримання гендерної політики суб'єктами господарювання, аналіз стану паритетності чоловіків та жінок в оплаті праці та прогнозі рівня середньої заробітної плати в Україні. У статті досліджено рівень і динаміку кількості населення України за віковими групами та статтю. Установлено, що станом на 2021 рік кількість чоловіків менша за кількість жінок на 12 %, однак чоловіки мають кількісні переваги в оплаті праці та керівних посадах.

Проаналізовано, що за прогнозними даними на 2022-2024 рік спостерігається позитивна тенденція щодо збільшення середньої заробітної плати жінок. Однак за прогнозними даними чоловіки отримують середню заробітну плату на 43 % більшу, аніж жінки, що створює гендерну нерівність в оплаті праці.

Установлено, що методика гендерного аудиту додатково може враховувати оцінку таких критеріїв, як: кадровий потенціал, корпоративна й організаційна культура, умови праці, політика управління та інші. Однією з превентивних оцінок дотримання підприємством гендерної політики може бути аналіз оголошень прийому на роботу. Набули подальшого розвитку методичні засади аналізу оплати праці чоловіків та жінок у фінансовій і страховій сфері. Запропоновано власний підхід до методики такого аналізу, що базується на показниках статистичної звітності.

**Ключові слова:** гендерний аудит, гендерний аналіз, працездатне населення, персонал, підприємство

**JEL Класифікація:** M49, M52, J16, J31