



LJUBLJANA SCHOOL OF BUSINESS

**SUSTAINABLE DEVELOPMENT UNDER THE CONDITIONS OF
EUROPEAN INTEGRATION**

Collective monograph

Part I

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1. Bele, Darko

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This collective monograph offers the description of sustainable development in the condition of European integration. The authors of individual chapters have chosen such point of view for the topic which they considered as the most important and specific for their field of study using the methods of logical and semantic analysis of concepts, the method of reflection, textual reconstruction and comparative analysis. The theoretical and applied problems of sustainable development in the condition of European integration are investigated in the context of economics, education, cultural, politics and law.

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Tržaška cesta 42, 1000 Ljubljana

info@vspv.si

Authors are responsible for the content and accuracy.

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Tamara Hovorun

*Doctor of Psychological Science, Professor,
Jindal Institute of Behavioural Sciences of Jindal Global University,
Delhi, India
orcid.org/orcid.org/0000-0003-1520-9766*

Oksana Kikinezhdi

*Doctor of Psychological Science, Professor,
Head of the Psychology Department
Ternopil Volodymyr Hnatiuk National Pedagogical University,
Ternopil, Ukraine
orcid.org/0000-0002-9240-279X*

Iryna Shulha

*PhD (Candidate of Pedagogical Sciences),
Methodist of the Inclusive Resource Center,
Ternopil Volodymyr Hnatiuk National Pedagogical University,
Ternopil, Ukraine
orcid.org/0000-0002-0651-047X*

**GENDER IN THE DIMENSIONS OF STUDENTS' YOUTH SOCIAL AND
ECONOMIC ASPIRATIONS**

***Abstract.** The article deals with the actuality of the problem of studying a gender dimension of students' youth in the context of their social and economic aspirations. The analysis of professional life is an important indicator of the social system's democratic nature – family functioning, social roles, and the availability of vocational education for both sexes. Their economic functioning in society is an equity indicator of two large demographic groups – men and women. The aim of the study is to find out the distribution of traditional and egalitarian gender preferences among university students and their influence on the assimilation of any professional and financial aspirations. Comparing the content of narratives of male and female students' visions of the self in time perspective it is an obvious influence of descriptive and prescriptive stereotypes in the vision of future family and professional roles for both sexes especially for females.*

JEL Classification: I22, I25

Introduction.

The urgency of the problem is due to the fact that the introduction of a gender dimension in the context of the analysis of the professional life is an important indicator of the social system's democratic nature – family functioning, social roles, and the availability of vocational education for both sexes. Their economic functioning in society is an equity indicator of two large demographic groups – men and women.

The introduction of the economic dimension into the context of gender analysis of vital functions of people enables to understand the internal and subjective factors that determine gender differentiation of the learning economic attitudes. The psychological study is one of a branch of humanities, which researches the role of gender factor in economic socialization of youth, its professional, career, social and political status.

This study is focused on the analysis of the researches concerning the subjectivity of gender in economic psychology, its theoretical and methodological principles, directions and perspectives.

The overall goal of the new Strategy is to achieve the effective realization of gender equality and to empower women and men in the Council of Europe member States, by supporting the implementation of existing instruments and strengthening the Council of Europe acquits in the field of gender equality, under the guidance of the Gender Equality Commission (GEC). The focus for the period 2018–2023 will be on six strategic areas: 1) to prevent and combat gender stereotypes and sexism; 2) to prevent and combat violence against women and domestic violence; 3) to ensure the equal access of women to justice; 4) to achieve a balanced participation of women and men in political and public decision-making; 5) to protect the rights of migrant, refugee, and asylum-seeking women and girls. 6) to achieve gender mainstreaming in all policies and measures (*Council of Europe, 2018*).

A gender misbalance, vertical-horizontal stratification is typical for Ukraine. The division of social life into “male” and “female” as the old paradigm of “male domination – female subordination” goes back in time, because of its inefficiency in its various life spheres, starting from the micro-level of the family and ending with the macro level of the occupations’ division, leadership position, the ideology of the state.

Gender asymmetry is observed in the “masculinization” and “feminization” of students’ society, which can be explained by the one-sided gender socialization of children and youth, a psychological pressure expressed by society, that imposes sexual stereotypes, the activation of anti-gender movements, spreading false information about gender equality online, at schools, and on the streets. It causes a denial of gender equality women and men through gender politics at the regional level, especially in Western Ukraine (Lviv, Ternopil, Volyn, Ivano-Frankivsk region). It proves the necessity to improve national gender policy and develop informational and educational spheres.

The priority task of the humanization of higher education is creating a non-discriminatory environment, preventing the infraction of academic honesty and increasing the academic culture of all subjects of the educational process (students and teachers).

The adoption of European values causing the integration of the principles of gender equality in all spheres of public life; ensuring equal access and opportunities to educational, industrial and cultural resources for both sexes.

The distribution of positions in various educational institution profiles predicts the preservation of the economic imbalance in these areas, as the gender asymmetry manifests itself in the “masculinization” and “feminization” of the student contingent of specialized higher education institutions and the corresponding profile of the training of specialists. For example, educational institutions of humanitarian, medical, socio-cultural and pedagogical orientation remain attractive for females; however military affairs, national security of state administration, transport, engineering, economic and legal – for males.

Such gender imbalance can be explained by the unilateral economic socialization, as well as by the psychological pressure of sexual stereotypes, which are initiated by the society, and which young people assimilate first of all (Kimmel, 2000; Moskalenko, 2005).

From the psychological perspective, there is no need to demonstrate the importance of gender equality for social democratic development. If in the past the education level of students and adults, comparison of the social, productive sector of their employment was considered as a priority, this day the need in their equal part and participation in economic life, socio-financial status balance is becoming more evident. Rapid market changes, that Ukraine is striving to achieve during last years, are inevitably affecting the spheres of economic lives of sexes, their psychological readiness for self-actualization in the market conditions which require from everyone to accept responsibility for their own economic capacity. This is about economic self-actualization, the success or unsuccess of which influences the social functioning of a family, psychological prosperity of an individual. The term of economic self-actualization is directly related to the professional self-sufficiency of an individual, his/her level of social economic achievements. Modern world trends allow for active involvement in economic life both men and women mainly in the developed Western European countries, the United States and Canada (Hankivsky, & Salnykova, 2012; Kiyselova, 2018; Martseniuk, 2014; Skoryk, 2017).

According to the researches of T. Tyshka (2004), most European students consider poverty as a manifestation of personal and professional immaturity, infantilism, and lack of individual socialization. The reason for poverty is perceived in a person himself/herself (his/her reluctance to change, improve, gain new professional competence and work skills). The ability of youth to plan savings, gainings, incomes, investments, that economists call “postponing the profit until the future”, is equally relevant in filling up of economic culture concept in terms of transition to the market economy. In Tyshka’s (2004) view, the economic impatience” trend is observed in the post-totalitarian societies which means students’ orientation to make a profit “here and now. The cross-cultural research of student economic concepts and attitudes towards various forms of economic activity, conducted by T. Tyshka and his French colleague P. Verges, has put a lot of questions, especially relevant to the Ukrainian students in time of economic transformations: in what way does the young generation perceive state economic policy, does it see or it does not see its development possibilities, what economic knowledge does it have, how will it evaluate its economic opportunities in the future, does it have economic knowledge and what is the practice of its male and female application.

An important indicator of the maturity of consciousness and self-consciousness in the orientations on the prospect of social self-affirmation is the reflection by youth on their own meanings and goals of lives; control the lifetime; goal-setting; the acceptance of the finality of human existences, which were diagnosed through Richard Klamut’s (2009) Questionnaire “Life attitudes”.

If the test results were high, it meant that the young person lives through his/her beliefs about filling his/her life with important meanings and has an integrated, harmonious image of him/herself and his/her own self-affirmation, a sense of orderliness of the world, because his/her experience of choose and realization of his/her own goals is ordered, internally coordinated and congruent. Such young people accept their own existence, being of others and life in general. Egalitarianism in the context of humanistic psychology is openness of person to experience and, at the same time, self-reliance, actualization of his/her own aspirations, self-sufficiency, self-perception without protective mechanisms, lack of any stereotyped expectations, searching personal senses, and the position of subjectivity in life-creation.

1. Goals and objectives of the research.

What content are the ideas of young men and women about social psychological principles of person and society functioning filled up with? What scientific development regularities do they know, which ideas do they use in everyday life while evaluating economic realia? In what way does the learned level of economic culture determine the aspiration of women and men to achieve a specific level of material wealth in building personal, professional and family plans for the future? Is the conclusion of a considerable number of researches valid that the cause of lower female financial status next to a traditional family values priority is a low level of the professional capacity and social competence, the insufficient women's ability to present their confidence in achieving professional success to the surrounding of experts?

The aim of the research is to find out the distribution of traditional and egalitarian gender preferences among university students and their influence on the assimilation of any professional and financial aspirations. The main hypothesis of the study is the assumption that despite the vivid current world's tendencies of raising women's status in the most powerful societal spheres of public life, nevertheless the female students professional self-presentations still being determined by traditional gender stereotypes, which cause the discrepancy effect between their real professional self-sufficiency and the image it should be. It connected with the functioning of the future family, which is a vulnerable part of the influence of traditional stereotypes. The object of our research is the social and psychological factors that determine gender differentiation in desirable financial status for students on the way to professional qualification – in self-representations of professional competencies, and in the vision of their own professional self-realization in the near future.

The theoretical basis of the research lies in the explanation of a concept “gender” and its phenomenology as a varied characteristic of social and economic, social and political stratification of society. In social psychology economic gender socialization is determined through the prism of issues, for example, gender stratification of society by educational, professional level, social and civic status; components of economic and professional success in collectivist and individual culture; the position to poverty and wealth and the status and economic position of men and women; the differentiation of their economic socialization; the idea about value of money; the motivation of domestic, reproductive and social work, etc.

The methods of the research included a complex of complementary techniques (theoretical analysis of the achievements of positive psychology; standardized psychodiagnostic tests; author's questionnaires on the interpretation of economic concepts, built on the principle of unfinished sentences; the organization of focus groups on various aspects of gender inequality; and the creation of collages on the themes of social prestigious professional activity, its success–unsuccess).

In total, 298 students (180 female students and 118 male students) participated in the research. Gender differences in the construction of individual scenarios of economic life in the time perspective (present and future) were investigated by method of content analysis of narratives “I am in 10, 15 and more years”, written by students of the Kyiv, Ternopil and Chernihiv Pedagogical Universities, and self-presentation prepared by them as “resume” for imaginary employment in a “hard” competition.

2. The results of empirical research.

According to the data obtained (the method “Questionnaire of three types of competence”, A. Matchak (2009)), Ukrainian female students show a higher level of intimate competence as an important component of social competence (Figure 1).

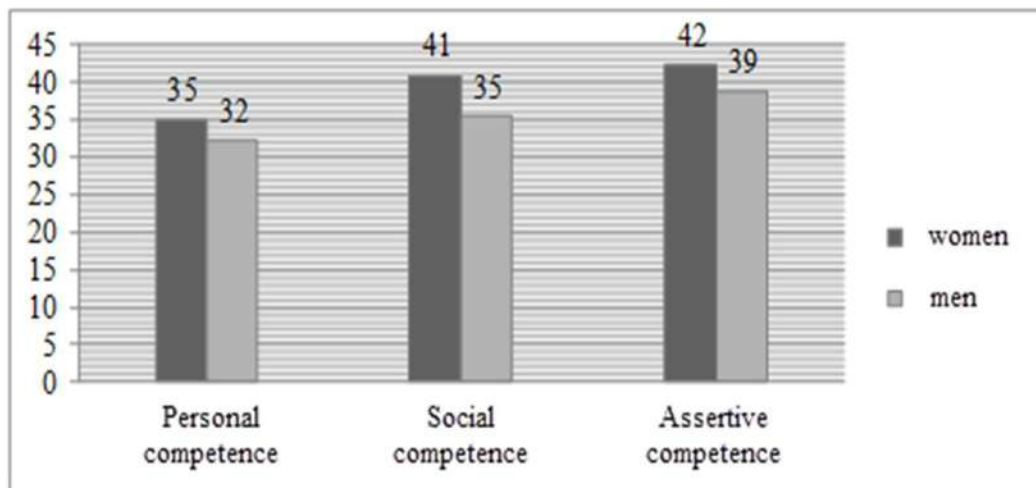


Fig. 1. An average values by “Three types of competence questionnaire” methodology

They are also able to successful presentation their skills and qualities in the social exposition situation compared with the lower men' indicators, which reflects the ability to be guided by certain standards of presentation of their own professional ability in situations where the person is at the center of attention. Young women are more focused on social interaction than young men; they are characterized through more communicative persistence in the process of doing professional duties.

Comparison of the self-determination scale indicators in values of life demonstrates higher results of male selection, reflects their unconditional acceptance of their own life activities, higher self-confidence in successful professional self-actualization. Higher indicators of the most test scales results of “life goals”, “inner consistency”, “search for meaning” reflected that young men had demonstrated a higher level of satisfaction of their own life activity meanings, compared with the female selection.

The higher level of self-satisfaction has been found at women in such components as moral acceptance, moral views consistency with real behaviour, their own ability of people management, compared with their male counterparts. Simultaneously, women show a much higher level on the “ self-esteem protective improvement” scale, thus demonstrating, on the one hand, some kind of self-acceptance, and on the other another fear about possible self-decline.

Young women demonstrate a higher level of self-esteem protective improvement, reflecting the enhanced attention to their own self on the basis of which underlie the fear to partially accomplish their own competences, be improperly assessed by social surrounding. This indicator demonstrates a female aspiration to present them in the best light which can sometimes be accompanied by excessive criticism, fury, beating oneself up. That kind of female critical self-reflection can lead to an intentional playing of non-inherent roles that are more accepted by surrounding people, especially by a vulnerable gender indeed. This, for its part, demonstrates stronger inclination of young men to shift the blame onto others for their own unsuccess and conflicts, their social surrounding role exaggeration as an important indicator of professional accomplishments. The female indicator by the “personal control level” scale reflects a higher level of female subjectivity demonstration in the sphere of professional accomplishments based on professional responsibilities, accepting failures as own mistakes, but not the circumstances. Men explain professional failures by an external factor that is not related to their own working capacity, in contrast to women. Low results of women by the “failure” scale may demonstrate their excessive self-criticism regarding professional self-presentation.

Modern economics realities require not only professional education, active economic activity but also subjective self-sufficiency, self-confidence in self-sufficiency from every individual. The contradiction of modern Ukraine economic development processes and crisis phenomena, that accompany domestic market economy growth, indicate to the need of the further research in personality as a direct creator and participant of every economic phenomenon. The data obtained in the research study confirm the results of our previous studies, namely the fact of more purposeful development of the image of economic “I” in male students due to higher coherence of affective, cognitive and behavioral components with learned common sexual stereotypes about the domination of the material and financial status of male persons and the subordination of women to them. Among the young men, there turned to be more those who had a high opinion of the coincidence (congruence) of all three constituents of the presentation of economic “I” in various spheres of public life (68% compared with 32% of girls) and significantly less than those who showed a high level of their disintegration (10% compared with 24% for girls). If the males’ low level of real and future professional competence, was connected, above all, with the awareness of the low level of knowledge acquired or the lack of gained professional experience, then the girls, first of all, with low personal claims, their preference for traditional for females forms of economic behavior, the lack of need for a sense of self-sufficient economic unit.

This again proves the ‘vitality’ in the consciousness of women of the traditional social structure – the focus on economic dependence and subordination of men and the removal of responsibility for their own material well-being.

At the next stage of the study the main hypothesis was the assumption that during the time of market transformations Ukraine was still characterized by the proliferation of descriptive, indicative and directive-prohibited stereotypes regarding economic capacity and financial roles of both females and males, which demonstrates the objectivity of representatives of womanhood and subjectivity of financial solvency of the so-called ‘strong’ sex. In the process of analysis of popular feature films and TV-show of predominantly Russian production, which prevailed at the time on Ukrainian television screens, the focus groups singled out the types of sex-specific clichés that dictated a pattern of the economic behavior of the sexes.

For example, in relation to men, descriptive stereotypes include the norm “can buy to look like a macho”, “generous”, “self-sufficient”, “always with money”, etc., prescriptive stereotypes create the following estimates: “a man must earn», “take care about the needs of the family”, “be the main source of income”, “fulfill the needs of his spouse”, “be able to risk and drink champagne”, etc., and also prescriptive stereotypes are: “real men never sit idle”, “are never losers”, “get themselves under control even having lost everything”, “do not live off their wives or parents”, “always able to make living”, “can afford to shine”, “able to throw everything to her feet”, etc. According to the assessment of focus groups, the influence of modern mass media on the gender ideals of the economic behavior of the “real woman” and “real man” turned out to be a significant negative emotional factor (Table 1).

Table 1. The degree of media imposing on stereotypes of economic behavior (in %)

Varieties (character) of gender prescriptive stereotypes	Percentage of egalitarian stereotypes in the form of women and men <i>Self</i>	Percentage of patriarchal stereotypes in the form of women and men <i>Self</i>
Descriptive (orienting)	25%	75%
Prescriptive (evaluating)	10%	90%
Proscriptive	2%	98%

The content of the articles in the advertising discourses of the Ukrainian mass media is appraised by students according to the results of the work of the focus groups negatively, first of all, because the categories of masculinity and femininity are predominantly in the subject-object role-playing economic relations that are a visible manifestation of sexism. It should be noted that modern mass media play the role of a unique marker of gender economic identity since they take a direct part in the everyday design of the concepts of femininity – economic objectivity; masculinity – economic subjectivity. If the proposed conceptual model of satisfaction with the life of positive psychology is correlated with the social situation of youth development, then its structural components can serve as a prognosis and, at the same time, diagnosis of the psychological states of a young person (welfare or dissatisfaction with life), who masters the bases of profession, decides on future material status.

Indicators of their current, and most importantly, future psychological well-being can be the indicators of Seligman, Martin E. P. “The Hope Circuit”, namely confidence in the professional self-determination and their personal significance, the consistency of the chosen path with their own life values, the belief in their ability to fully realize own potential in harmony with people around.

Integral indicator of the questionnaire “Life Attitudes” (Klamut, 2009) shows the importance of rating own personal existence in time (accepting yourself in future and present), and in the combination of scales – the life orientation to realize his/her own goals and senses. The peculiarities of self-reflection of person own value orientations demonstrate the level of the internal coherence of the life goals (maturity of goal-setting) (Figure 2).

Statistical results demonstrate the superiority of productivity of women’s data, which show their perception of life in its various dimensions, the choice of responsible attitude to life, the integrity, consistency of internal values and goals of being. The overcoming of the psychological pressure of gender stereotypes, which cause strengthening the protection of their own interests and values, affects the lower indicators of scales of existential vacuum and awareness of the finality of life (the inverse scale of assessment is adopted in the calculation of the results of the test).

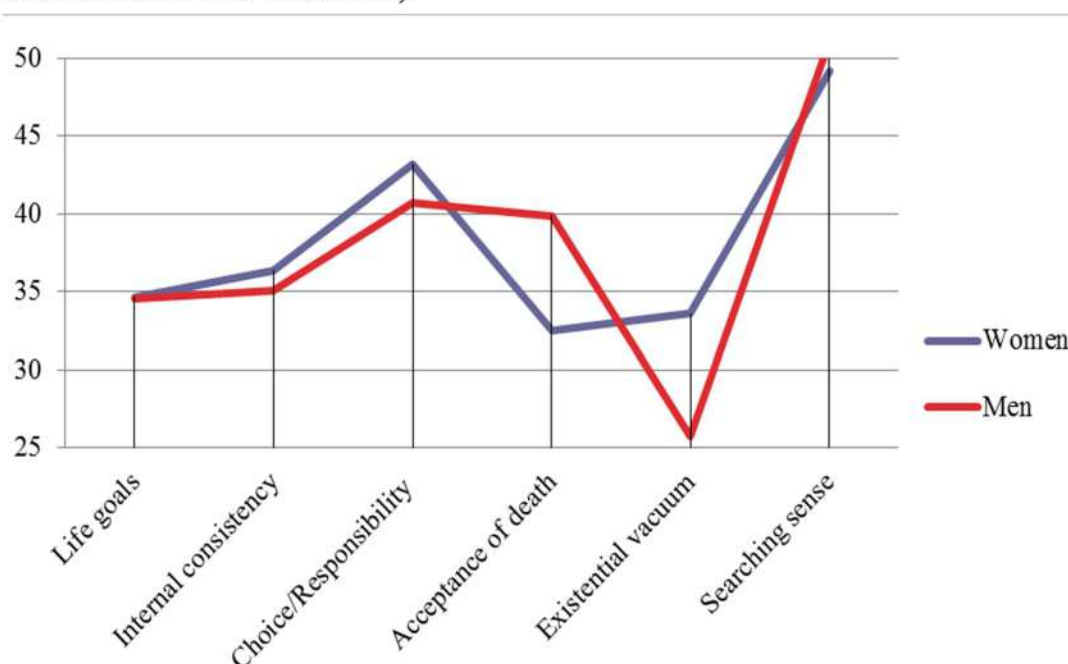


Fig. 2. Average score, received by the method “Questionnaire of Life Attitudes”

The existence (social functioning) by increasing responsibility, the internal coherence of values and interests in the achievement of personal goals and aspirations. Higher indicators of the existential vacuum of young women indicate a high level of their anxiety, uncertainty in the direction of appropriate implementation of their life plans in the future. The comparison of the gender distribution of test indicators shows the unconditional acceptance by the young men traditional male life scenario, which is more structured and dependent on their own life, their own choices and clearly outlined in the environment as gender

stereotypes. According to higher rates on the results of most test scales (“life goals”, “internal consistency”, “searching sense”), male research participants show a higher level of satisfaction with their own sense of life, than women. The lower level of indicators of motivation for control of their own lives causes increased anxiety for psychological readiness to defend their rights, fearing to realize their personal life potential not fully.

Is it possible that higher indicator among male research participants is characteristic of the lower ability of young women to direct their future, including professional? In our opinion, it wouldn't be a correct fully, because women's life goals and prospects must include traditionally expected changes in their social status, such as marriage, the birth of children, maternity leave, and necessity to combine professional and domestic responsibilities. It affects the presentation of their own goal-setting. In a similar way, the lower level of coherence of women's life goals and sense can be explained, which shows the confusion about the implementation of plans for the future; the acceptance of difficulties in realizing their own sense of being (Table 2).

Table 2. A feeling of coherence of young men and women

Measures the feeling of coherence	Men	Women
Understanding the world	49,0	50,5
Sense of being	46,5	46,0
Control of life	52,6	53,0
Total score	148,1	149,5

In our opinion, lower level of the indicators from female research participants as to identify life goals depend on different gender stereotypes, which are capable of breaking the integrity of the perception of the social functioning of the image “I”; the congruence of her long-term and short-term goals and aspirations. The lower results on the scale of “searching goals”, “awareness of life goals” and “the importance of self-realization from birth to death” among female are explained through these social and psychological factors too. It causes a higher level of anxiety, uncertainty in the process of self-realization. Men are less likely to show a lack of anxiety and fear of the finality of life. They are more oriented on its fullness through different events and distance themselves from death, focusing on the activity of social life, because it is more “gender” projected. The aspiration to control their own destiny remains on the level of psychological willingness of women to defend their rights, although be accompanied by anxiety as fears not to realize their professional potency through the finality of human existence. It explains the increased protective reaction of young women as to aversion of death as the finality of life in comparison with men. In a similar way, it is possible to explain the higher results of women on the scale “existential emptying”. Its high rates show that the desire for self-presentation of their professional “I”, their skills and abilities are a blunder against on objective obstacles (due to gender stereotypes) and still remains frustrated very often.

The frustration of the possibility for the realization of their aspirations causes the evasive behavior of women, nihilism, the lack of activity, the dipping into the feeling, which limits the perception of new social challenges, the desire to change something in monotonous apathy everyday life. The higher indicators of the scale of existential desertification prove this data. In contrast to this scale, women's indicators on the scale of the searching goals are increased. On the one hand, it shows the desire to control their own life, the internality of intentions, the desire to take responsibility for them through finding important goals, sense, and on the other hand, to get rid of the feeling of internal anxiety, uncertainty through an existential vacuum.

Young women demonstrate a higher level of consistency between moral perceptions and actual behavior, a higher level of rating their own physical attractiveness, their own popularity, and competence, ability to lead and manage people. Nevertheless, the rating a level of self-control and overall level of self-esteem is lower, compared with their male counterparts. This difference can be explained because society is more focused on the socially successful man than a woman. Correlation analysis showed that there is an interdependence between self-esteem of social competence and experience of existential vacuum ($r = 0290$, $p < 0,05$). It means that women who lack family support and interpersonal communication are more likely to experience a conflict of values, the sense of being, which limits opportunities and desires to be realized and present themselves in socially prestigious roles. Thus, men and women who know how to control their life and think that they are authors of their own decisions are more guided by eternal life values. This is confirmed by direct correlation ($r = 0396$ $p < 0, 01$) of the congruence of the indicators of the system of values and self-confidence in their professional competence.

In addition, the congruence of the feeling of physical attractiveness ($r = -0399$, $p < 0, 01$); the level of locus of control of personality ($r = -0374$, $p < 0, 01$); and the possibility to be loved ($r = -0365$, $p < 0, 05$) indicates the importance of these components of self-presentation in the sense of fullness of being and social self-realization.

The results of statistical data processing confirmed the existence of significant differences in the self-esteem of boys and girls (Table 3).

Table 3. Test scores with a lack of statistically significant differences in male and female research participants

Scale titles	t-criterion
Social competence	4,211, $p \leq 0,05$
Assertive competence	2,573, $p \leq 0,01$
The power of protective self-esteem	-2,654 $p \leq 0,05$
Physical attractiveness	2,431, $p \leq 0,05$
Self-control	-3,285, $p \leq 0,05$
Popularity	2,301, $p \leq 0,05$
Overall self-esteem	-2,621, $p \leq 0,05$
Acceptance of death	-3,459, $p \leq 0,01$
Existential vacuum	4,376, $p \leq 0,05$
Locus of control	-4,445, $p \leq 0,01$
A feeling of control	3,324, $p \leq 0,05$
Success	-4,933, $p \leq 0,01$

According to the questionnaire “Person in Work” (Matczak, & Jaworowska, 2009), which aims to identify the locus control in professional activity and career, people with an internal locus have strong motives for work, which are usually associated with the economic rewards (Figure 3). Students’ gender differences have to answer the question, what gender expectations to the greater extent determine them in building future scenarios of their own financial income sources. It is known that gender development index (GDI) in Ukraine is quite high by female education indicator, their specific weight among people who study to earn a bachelor degree, specialist degree, master degree, and Ph.D. It is also low because of the lack of Ukrainian female representatives on the legislative and governmental authority levels, i.e. in those spheres that determine a socioeconomic level of state development.

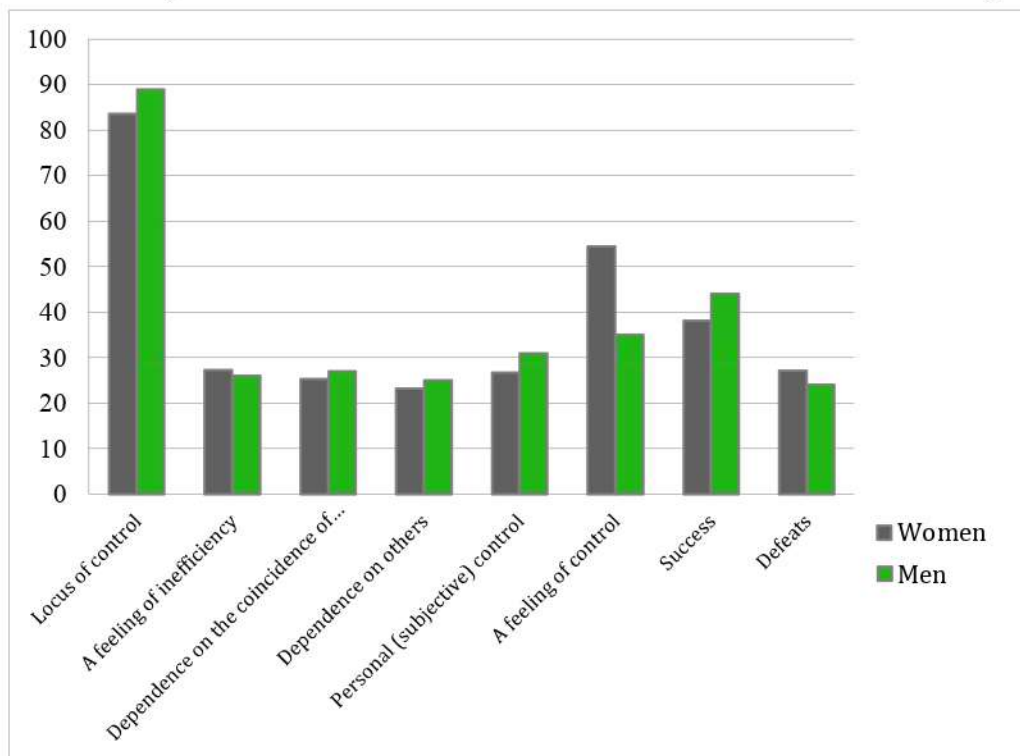


Fig. 3. Average score, received by the questionnaire “Person in work”

Young women demonstrate a higher level of self-esteem in comparison with young men, in particular, in such components: moral acceptance; consistency of moral attitudes with real behavior; ability to manage people. At the same time, women show a higher level on the scale “protective strengthening of self-esteem”. On the one hand, it characterizes acceptance of their own “I” to some extent; and on the other hand, possible rejection of herself, the rejection of important others, the desire to show herself in a better way.

The analysis of results of the questionnaire based on M. Jenkins’ method showed that most young men and women share traditional (patriarchal) values to some degree (Hyde, 1991). However, there were sex differences in gender orientations of young men and women. Young women are more oriented on the egalitarian relations in the domestic sphere, in sex behavior, marriage and pre-marital behavior, but they share patriarchal opinions in relation to financial and legal responsibility of a husband. Traditional views of young men refer to the social and politic legislative sphere.

Majority of men showed agreement with the following statements: “there are a lot of words and phrases which can’t be pronounced by women but they are allowed to be spoken by men” and “women must not visit the same places which are visited by men, and women must not have the same degree of freedom as men”. The students are aware of the myth that the “weaker sex” is subject to psychological disorders, depression and anxiety more frequently. These beliefs found the confirmation in the agreement with the statement “Women are too sensitive to become good surgeons”. The apotheosis of traditional opinions of young men was their denying the professional suitability of women for various types of activities “Woman must recognize their intellectual narrow-mindedness in comparison with men”. Young women showed more egalitarian views than did men in relation to physical attractiveness of both sexes to taking care of the figure, keeping a healthy way of life etc. For example, women showed greater agreement with statements “A modern woman is obliged to care about her figure no more than her husband cares about his” and “Youth and beauty of a woman are the main guaranty of her happiness”.

Conclusions.

In the psychological portraits of young men and women who present their professional potential and the economic future, there is more similar than different. Women show a higher level of subjective general and personal control of locus in their professional activities, psychological efforts to defending their beliefs. They are also more engaged in the labor process, initiative; show a higher level of interest of the content of the proposed tasks, creativity, and executive self-sufficiency. They appreciate professionalism; have better relations with colleagues; they are less anxious because of losing work, more open to labor reforms and changes; advise themselves in the situation of unemployment.

At the same time, differences in economic claims, types of competence, value and semantic life scenarios, the parameters of self-esteem or the perception of their own potentials of work activity are in the lie in the plane of differentiation of gender attitudes than biologically determined characters of personality. The society imposes traditional gender stereotypes which determine the different views between young men and women on their economic self-determination, the assimilation of prejudices, which block disclosure of individual social potential. Male and female understanding of economic categories shows differences between sexes in terms of their application. They demonstrate greater marginalization of a significant proportion of women from the problems of economic functioning of the country, their higher inclusion in microeconomic processes. Male students are more versed in the macroeconomic reality of being. This differentiation corresponds to the traditional distribution of social roles and therefore predicts a possibility of their making financial decisions and material obligations in the social and private spheres of economic life.

Though self-presentations of professional communicational skills by female students are maintained by assertiveness and other traditional masculine features, they prefer to demonstrate feminine features escaping to be androgynous because of phobia of losing femininity as the most respected value of the opposite sex.

Comparing the content of narratives of male and female students' visions of the self in time perspective it is obvious influence of descriptive and prescriptive stereotypes in the vision of future family and professional roles for both sexes especially for females.

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