

The second method used to estimate the level of shadow economic activity in the Republic of Belarus is based on the demand of the money market. The third method represents the PMM model (Predictive Mean Matching).

The share of the shadow economy in Belarus in 2017 reached the level of 33,7 % of GDP. It should be noted that the results of the research based on the MIMIC model show that the share of the shadow economic activity made up 44,5 %. It allows to draw a conclusion on considerable difference of data, received using different methods. For comparison, for Lithuania these figures were 9,8 % and 25,2 % of GDP respectively, for the Ukraine — 12,9 % and 44,8 % and for Kazakhstan — 20 % and 38,9 % accordingly.

Most often the Belarusians work «in a shadow» in the following spheres: construction and maintenance (48 %), whole sale and retail trade (29 %), automobile repair service (22 %), transport and logistics (14 %) [1].

Only the complex combination of the legal and economic measures directed to fight against the shadow economy will allow to minimize its negative consequences.

References

1. *Atroshchenko, Y.V.* The analysis of volumes of the shadow sector of economy in the Republic of Belarus [Electronic resource] / Y.V. Atroshchenko, M.V.Barabanova // The Student's forum: online scientific magazine. — № 23 (44). — 2018. — Mode of access: <https://nauchforum.ru/journal/stud/44/41857>. — Date of access: 29.11.2018.

О.Н. Тепун, Е.О. Машкарова
БГЭУ (Минск)

WOMEN AND LEADERSHIP IN BELARUS

Currently the question of equal opportunities for men and women in different fields of societal life is huge. It is especially clear in terms of politics and business. Thus, **the object of this research** is the problem of gender inequality in the Republic of Belarus. **The subject** of the research is women's place in the hospitality industry in Belarus. **The main aim** of the following research is to examine the position of women in the Belarusian business sphere. To achieve the aim of the research, **the following tasks** are set: to study the data relevant to the research and suggest possible solutions to the gender equality problem in Belarus based on international practice.

Publicly available evidence characterizes Belarus as a country with high gender equality. Belarus carried the 4th highest UNDP's Gender Development Index value and ranked 31st in the 2017 Gender Inequal-

ity Index. The gender gap in the country was overcome by 74.4 %, in questions of equal pay — by 82.7 % [1]. Back in the 1980s in the USSR, about 88 % of women were employed in the labour market. In independent Belarus, the level of employment of women in the age group from 20 to 44 years is also 88%, in general — 65 % [1].

Regardless, the fact of the glass ceiling is evident. Why does it happen here then? If a woman has a child, then for three years of maternity leave there is a very large de-qualification: career growth slows down. The «feminization» of reproductive labour is the basis for discrimination against women in the labour market, because such work is not taken into account and is not paid for, is considered the «natural destiny» of a woman, and not as real hard work.

Every third female engaged in economic activity has a degree in higher education as of early 2017. At the same time, social and political life in Belarus lacks influential women. While promoting equal employment of women, the state predominantly practises selective appointment of women to high posts in politics and state owned enterprises, based on their loyalty. In addition, patriarchal thinking dominates the social system in which the male remains the primary authority figure central to social organization and the central role of political leadership.

The situation with women in Belarusian business is rather mixed. Women's presence on the board of large companies does not surprise anyone. However, the majority of female entrepreneurship in Belarus mainly develops in the form of small companies in the retail and wholesale trade, catering, and educational services.

The hospitality industry has many opportunities for Belarusian women to improve female leadership. For instance, in 2017, Hilton Worldwide increased the amount of women at the senior leadership levels by 57 % and 2/3 of the highest ranking promotions went to women. Hilton moved up an impressive 20 points from № 30 (in 2017) into the DiversityInc Top 10 for the first time in 2018. One of the reasons was its focus on developing, preparing and moving women into its executive pipeline. Six of nine people promoted into one level below the CEO and direct reports in 2017 were women.

Marriott International also created the Emerging Leader Program in 2013 to increase the number of women in senior management and leadership roles. Since the beginning of the program, women have comprised more than 50 % of those nominated, and also more than 50 % of all promotions and job changes. These programs also work in Belarus at both international hotel chains, giving wide opportunities for women to show their skills in middle and high management.

To conclude, Belarus in general and the hospitality industry in particular, provide women with excellent career opportunities. Nonetheless, there are still many obstacles, such as the patriarchal mentality, nepo-

tism and slow promotion, as well as inequality in pay, which prevent women from achieving leadership positions.

Reference

1. Gender Inequality Index [Электронный ресурс] / Human Development Reports. — Режим доступа: <http://hdr.undp.org/en/composite/GII>. — Дата доступа: 09.10.2018.

Д.Д. Толпыга, С.С. Дроздова

БГЭУ (Минск)

Научный руководитель — С.С. Дроздова

POVERTY AND TRADE

In 2018, the population of the planet Earth is above 7.6 billion people. Over the past century alone, the number of people in the world has increased by 4.35 billion. According to recent research by experts at Oxford, in 103 countries of the world where 76 % of the world's population (5.4 billion people) live, at least 26.5 % (1.45) billion) people live below the poverty line.

There are several reasons due to which there is poverty and these reasons are grouped into several groups:

– economic (unemployment, low wages, low labor productivity, non-competitiveness of the industry); as a whole in the world there are about 1 billion unemployed, mostly living in the country of the world.

– socio-medical (disability, old age, high morbidity);

– demographic (incomplete families, a large number of dependents in the family);

– socio-economic (low level of social guarantees);

– educational qualification (low level of education, lack of professional training);

– political (military conflicts, forced migration);

– regional geographic (uneven development of regions).

– religious-philosophical and psychological

According to experts of the international humanitarian organization Oxfam, the causes of the development of poverty and social inequality in the world, starting in 2010, are the following:

– tax evasion of wealthy people,

– reduction of wages of workers,

– increase the difference between the minimum and maximum levels of remuneration.

The main ways to overcome poverty and underdevelopment:

– development and implementation of effective national development strategies of the country based on an integrated approach to the use of available domestic resources;