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ГЕНДЕРНІ ОСОБЛИВОСТІ РОЗВИТКУ ЛЮДСЬКОГО КАПІТАЛУ УКРАЇНИ: ІМПЛЕМЕНТАЦІЯ ДЕРЖАВНОЇ ПОЛІТИКИ

GENDER-SPECIFIC ASPECTS OF HUMAN CAPITAL DEVELOPMENT IN UKRAINE: IMPLEMENTATION OF STATE POLICY

Анотація. У статті наведено результати аналізу гендерних особливостей окремих складових системи формування і використання людського капіталу України в контексті розвитку теоретичного підґрунтя для вдосконалення мотиваційного механізму стимулювання трудової активності громадян державою. В процесі анкетування урахувалися система цінностей, норми і характеристики чоловічої й жіночої поведінки, стиль життя та способи мислення, взаємини та ролі жінок і чоловіків, набутих ними як особистостями в процесі соціалізації.

Виявлено існування окремих дисбалансів у світоглядній системі жіночої статі щодо перспектив використання трудового потенціалу особистістю, що свідчить про наявність проблемних питань у державній політиці з формування умов використання людського капіталу країни.

Обґрунтовано необхідність врахування гендерних особливостей у процесі формування і використання людського капіталу в процесі імплементації мотиваційного механізму стимулювання трудової активності громадян.

Запропоновано напрями державної політики врахування гендерних особливостей серед яких: виведення частини жіночої праці за рамки домогосподарства шляхом розвитку доступного за ціною побутового обслуговування населення; формування нового суспільного погляду на роль кожного члена родини у домашньому господарюванні; створення нових економічних підходів до процесу виробництва та реалізації побутової техніки, яка за своїм функціональним призначенням може значно зменшити частку праці жінки у рамках домогосподарства на користь професійної діяльності.

Ключові слова: гендер, гендерні чинники, демографічні тренди, державна політика, державна гендерна політика, людський капітал, міграційні процеси, мотиваційний механізм

стимулювання, національна безпека, соціально-економічна політика, трудова активність населення, трудовий потенціал.

Abstract. The paper presents the results of an analysis of gender-specific features of specific components of the system for the formation and utilization of human capital in Ukraine in the context of developing a theoretical foundation for improving the motivational mechanism of labor activity stimulation by the state. The survey considered value systems, norms and characteristics of male and female behaviour, lifestyle and ways of thinking, relationships, and the roles of women and men acquired during socialization.

The analysis revealed specific imbalances in the worldview of women regarding the prospects for utilizing personal labor potential, indicating the presence of problematic issues in state policy concerning the conditions for using the country's human capital.

The necessity of considering gender characteristics in forming and utilizing human capital while implementing a motivational mechanism for stimulating citizens' labor activity is substantiated.

The article proposes directions for state policy on incorporating gender-specific features, including shifting part of women's labor outside the household by developing affordable household services, shaping a new societal view on the role of each family member in domestic responsibilities, and creating new economic approaches to the production and marketing of household appliances that, by their functional design, can significantly reduce the share of women's household labor in favour of professional activity.

Keywords: gender, gender factors, demographic trends, state policy, state gender policy, human capital, migration processes, motivational mechanism of stimulation, national security, socio-economic policy, labor activity of the population, labor potential.

Problem setting. The development of Ukraine as a socio-legal state characterized by a high standard of living and political stability calls for an in-depth examination of a critical issue in public administration: the effective utilization of the country's human capital. Given the inherent connection between social and economic outcomes of human activities, this issue cannot be addressed solely through socio-economic or socio-political perspectives. Its scope transcends the conventional principles of market economics, requiring a multidisciplinary approach that draws upon the methodological frameworks of related fields. The issue of forming, utilizing, and enhancing human capital concerning gender aspects is of national significance, thereby justifying its exploration within the field of public administration, which requires special attention in wartime [1].

A vital outcome of this analysis should be a comprehensive understanding of the theoretical foundations of gender-specific aspects of human capital development underlying the motivational mechanisms that drive labor activity among citizens. The development of a practical motivational framework to encourage labor participation will help address critical issues such as enhancing the competitiveness of the workforce, refining social and labor legislation in line with national priorities and international standards, safeguarding social and labor rights and guarantees, strengthening social protection for workers, improving labor relations, fostering social partnerships, and promoting labor, entrepreneurial, and innovative activities. Additionally, it will support the development of individuals' capacities for self-advocacy.

Recent research and publications analysis. The concept of utilizing gender equality at the state level in Ukraine is outlined in relevant legislative acts and enshrined in presidential decrees [2-5]. Foreign researchers outline a wide range of gender issues, among which women's access to science and medicine, involvement in

the economic and political sphere, the institutional environment of the state's gender policy, and gender stereotypes [6-10].

The issues of optimizing the use of human capital, particularly its gender component, are covered in the publications of leading national scientists [11-13]. At the same time, there is a lack of empirical studies and theoretical generalizations regarding the specific characteristics of human capital in terms of distinguishing gender, age, social, and other determinants, which significantly complicates the formation of a theoretical foundation for developing a motivational mechanism to stimulate citizens' labor activity. Therefore, the given study is relevant and timely.

Paper objective is to analyze the gender-specific characteristics of certain system components for forming and utilizing human capital, focusing on developing a theoretical foundation to enhance the motivational mechanisms employed by the state to stimulate labour activity among its citizens.

Paper main body. The given research is based on the results of the study carried out by the Educational and Research Institute of Social and Humanitarian Technologies of NTU "KhPI"; the respondents were 147 Master students. The questionnaire's content was developed per the basic provisions of the theory and methodology of sociological research.

A comparative analysis of survey results through a gender lens is particularly relevant given the ongoing scholarly debate on the design of public administration mechanisms for shaping, utilizing, and developing the nation's human capital. This debate considers the system of values, norms, distinctive behavioural traits, lifestyles, and ways of thinking of men and women, as well as the roles and relationships acquired through socialization. Notably, female respondents' recognition of their perceived lack of need for the outcomes of labor opportunities as a critical factor in identifying the main obstacles to fostering a desire to utilize labor potential beyond everyday needs (Table 1) highlights the presence of gender-specific imbalances in perceptions of labor potential prospects. Furthermore, it underscores the existence of challenges in state policies to create conditions conducive to the effective utilization of human capital.

Table 1

The main obstacles to the formation of a person's need to use human capital

No.	Survey questions	Distribution of responses by gender, %	
		men	women
1	In your opinion, what prevents a person from utilizing their human capital? Laziness	35	20
2	Understanding the absence of my own need for the results of such use (increasing the level of realization of human capital will not lead to an improvement in my standard of living)	5	40
3	Understanding the absence of the society's need for the results of such use (my human capital does not meet the needs of the society)	0	10
4	Lack of conditions for the use of labor potential	60	30

It is important to note that the given survey included an unequal distribution of male and female respondents (70% women, 30% men). A random selection method was applied to choose 10 questionnaires from each gender group within a pre-stratified sample (based on the respondent's gender) for further analysis. The imbalance between the proportions of men and women in the overall population and the sample does not significantly affect the reliability of the analysis results. Thus, the sample for analyzing gender-specific characteristics in the formation, use, and

development of human capital was set at 20 elements of the total sample, or about 12% of its overall composition.

The results of the analysis of specific questions from the survey, aimed at identifying gender-specific aspects of human capital formation, utilization, and development, are presented below. Regarding whether respondents are employed in the field of their first acquired specialty, the responses of male and female participants were identical (Table 2).

Table 2

Employment in the specialty obtained at the educational institution

No.	Survey questions	Distribution of responses by gender, %	
		men	women
	Do you work in a profession in the field of your first qualification obtained after completing secondary education (for example, the qualification obtained at a university, etc.)?		
1	Yes, I work	30	20
2	No, I do not work, but I used to work	30	30
3	No, I have never worked	40	40

This fact indicates the absence of gender-specific differences in the process of an individual seeking employment in their field of expertise. Regarding employment in their chosen field, 70% of both men and women reported working outside their area of specialization. This suggests a deficiency in the career guidance process, where individuals select professions without fully considering their personal development, psychological inclinations, worldview, and physical capabilities. The absence of significant gender differences in this aspect highlights the balanced nature of the state's gender policy regarding education and employment. However, only 30% of respondents in the sample work in their chosen field (compared to 49% in the general population) raises concerns.

An intriguing focus of the study was to determine how long respondents had worked in their field of specialization, particularly those who were not employed in their specialty at the time of the survey but had previously worked in it (Table 3). This part of the study pertains to the 30% of respondents who had left their specialty.

A key finding of the gender analysis is that 34% of men worked in their first profession for less than a year, while none of the female respondents left their first profession within the first year of employment. This difference is likely due to men's more predictive and long-term attitudes toward work, where professional status is central to their self-esteem. Men tend to seek new job opportunities more actively when they cannot secure positions aligned with their perception of social significance. In contrast, women tend to be more flexible, adjusting their goals, ideals, and aspirations based on circumstances, opportunities, and changes in personal preferences. This adaptability likely contributes to women staying in their initial profession for a more extended period – three times longer than men on average (Table 3).

However, when considering a more extended timeframe (e.g., three years), the percentage of men who worked in their specialty after graduation and later left (67%) closely aligns with the corresponding rate for women (75%).

Table 3.

**Number of years worked in the specialty acquired while studying at a university
by persons who are not currently employed in their field of study**

No.	Survey questions	Distribution of responses by gender, %	
		men	women
	If you previously worked in the field of your first qualification but you are no longer working in it, please indicate the number of years you worked in that field.		
1	up to 1 year	34	0
2	up to 3 years	33	75
3	up to 5 years	33	0
4	more than 5 years	0	25

Additionally, it is essential to acknowledge that some men may perceive acquiring a particular profession not as a natural progression based on individual aptitudes and professional interests, but rather as a means to avoid military service. This partly explains the relatively high percentage of men (34%) who ceased working in their chosen profession within the first year. Moreover, this tendency can also be attributed to the fact that, in situations where there is uncertainty about the appropriateness of the chosen profession, men, unlike women, are more likely to take decisive action if their career path does not align with their interests and aspirations. In contrast, women in similar circumstances may experience feelings of despair and pessimism when lacking motivation to continue working in their field.

In this context, it is worth noting that state policies aimed at developing human capital may not necessarily need to account for gender differences in every aspect. However, this assumption does not imply that public administration should overlook specific characteristics of women's labor activities, such as childbirth, child-rearing, and household responsibilities. The next phase of this study involved comparing male and female respondents' subjective assessments of their labour potential (Fig. 1) and the extent to which they believe they utilize this potential (Fig. 2).

The comparison of results (Fig. 1) reveals that 80% of female respondents rated their labour potential at 8 or more points, whereas only 50% of male respondents provided similar ratings. Another notable difference is that none of the female respondents rated their labor potential at the highest possible level (10 points), while 20% of men did. Additionally, 20% of women rated their labor potential at 7 points or lower, compared to 50% of men.

This disparity in self-assessment between men and women is noteworthy, as it contradicts typical psychological patterns observed between the genders. According to social stereotypes, which often shape social behavior, pronounced masculinity is seen as normative and desirable for men. Masculinity is associated with independence, assertiveness, curiosity, risk-taking, and achievement. A man's inner world is often perceived as more structured and systematized than a woman's. Meanwhile, female respondents' relatively high self-assessment of labour potential may be influenced by societal constraints related to traditional female roles. Two commonly accepted explanations for the gender pay gap are: first, that women are paid less because they choose to work in lower-paying jobs, and second, that women are considered less valuable workers due to perceived deficiencies in experience and qualifications. These assumptions are indirectly related to the situation depicted in Fig. 1, which can be explained as follows:

- men and women possess relatively equal labor potential after obtaining a specific specialization, but employers often prefer to hire men, as they do not

require social benefits related to childbirth and child-rearing. As a result, women may be forced to seek employment outside their field of specialization, which decreases their labour potential due to a lack of relevant education, initial work experience, and qualifications. Consequently, individuals working outside their field may feel underutilized, as their education, experience, and qualifications are no longer applicable, resulting in an abstract or perceived increase in their labour potential;

- the labor market is traditionally divided by gender, with certain professions associated predominantly with one gender. Research by A. Konrad shows that workers in female-dominated fields earn lower wages than those in male-dominated fields [8]. This disparity causes dissatisfaction among women with similar education and professional experience levels as men. Consequently, women may experience psychological conflict: while they have the same level of labor potential development as men, they receive lower compensation for their efforts. These assumptions help explain the differences in how male and female respondents assess their labour potential.

An exciting extension of this research is the analysis of respondents' assessments of theutilizingeir own human capital (Fig. 2).

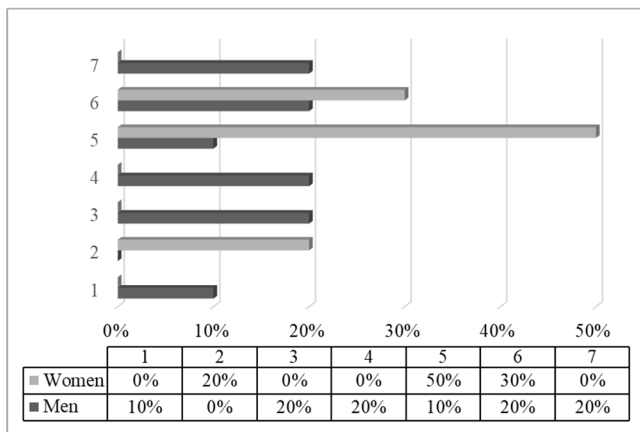


Fig. 1. Results of respondents' assessment of their labour potential

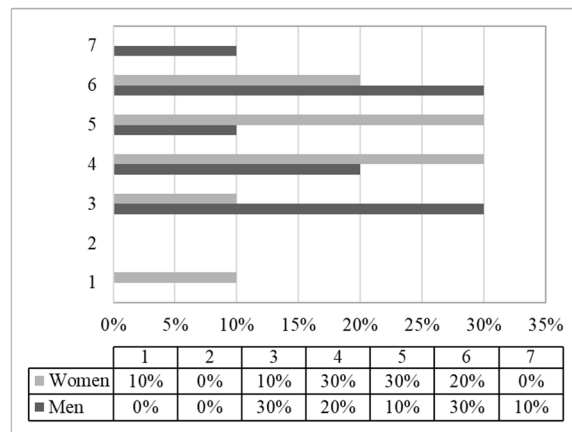


Fig. 2. Results of respondents' assessment of their human capital utilization

Statistical data indicate that 50% of both women and men rated their human capital utilization at 8 or more points. This balance suggests no significant gender differences in respondents' evaluations of their human capital utilization. However, the proportion of men rated their human capital utilization at 6 points or lower is significantly higher than that of women (30% of men compared to 20% of women). This indicates that men may have a reserve of unused human capital, which can be attributed to their traditionally limited participation in household work. According to research by D. Berardo, K. Shehan, and J. Leslie, working women perform an average of 69% of household tasks [6; 9].

Notably, 80% of female respondents rated their human capital utilization at 7 points or higher, while the corresponding figure for men was 60%. This suggests that employed women generally do not perceive themselves as having untapped human capital, given their significant responsibilities in both professional and household spheres. This finding implies that women may not fully utilize their human capital in professional activities due to their additional household responsibilities.

Conclusions. At the state policy level, consideration of gender-specific aspects in the formation and utilization of labor potential can be addressed in the following areas:

Gender determinants of the labor potential system do not significantly influence the development of motivational mechanisms for encouraging labor activity among citizens. As a result, the impact of these determinants is often overlooked when shaping relevant public policy directions. However, this does not imply that public administration should disregard specific characteristics of women's labor activities, such as childbirth, child-rearing, and household responsibilities;

shifting a portion of women's labor outside the household by promoting affordable household services (e.g., outsourcing some household tasks to professional agencies) would not only free up part of women's labor potential for professional activities but also improve the overall quality of family life;

encouraging a new societal perspective on the role of each family member in household tasks through a proportional redistribution of domestic responsibilities between spouses would help free up additional labor potential for women to engage in professional activities. This shift would contribute to the overall welfare of society on a larger scale;

developing new economic approaches to producing and selling household appliances could significantly reduce the time women spend on household tasks, allowing them to devote more time to professional pursuits. Policies to support this could include producing high-quality and affordable household appliances, providing tax incentives for businesses involved in their development and production, and offering preferential loans to families for purchasing such products.

The results of this analysis of gender determinants within the labor potential system do not, on their own, provide a solution for developing a theoretical basis to improve motivational mechanisms for stimulating labor activity. Instead, they contribute to building an experimental foundation for further scientific research. A promising area for future exploration is identifying age-specific characteristics related to labor potential during its formation, utilization, and development. Moreover, investigating the social dimensions of particular determinants of the labor potential system could be a logical step in shaping effective state policies to enhance motivational mechanisms for labor activity.

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