CLOSING GENDER GAP IN ATTITUDES TOWARDS ECONOMIC

ACTIVITIES OF WOMEN

by

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LIST OF ABBREVIATIONS

GPG Gender Pay Gap

WEP Women's empowerment principles

WVS World Values Survey

CHAPTER 1. INTRODUCTION

The 2020 pandemic has served as a catalyst for changes in the labor market, one of which is the problem of the gender gap. This movement of change has been noticeable for a long time, because the laws and models of the labor market are rapidly changing due to the development of new technologies and the demand for new professions as one of the main factors, as a result of which people gradually adapt to the new conditions of the labor market.

In contrast to the obvious consequences for the economy and the health care system, the impact of the COVID-19 pandemic on gender equality has only relatively recently been the subject of research and a public debate: one of them has shown that female employees were struggling more than male workers. At the moment, the gender gap is one of the issues that both academics and practitioners agree on. To this end, scholars even proposed to call this crisis "schecession": saying that telecommuting and flexible contracts can help female workers to save their jobs during the pandemic.[1] According to a study by the McKinsey Global Institute[2], more than half of all redundancies due to the pandemic are women, who make up only 39% of the total number of employees.

Gender gap also negatively affects the economy as a whole, in particular the labor market. Thus, in May 2020, the head of the National Bank of Ukraine named two of the top five problems in the labor market as low productivity and low participation of women in the labor force[3].

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[1] https://www.nber.org/system/files/working_papers/w26947/w26947.pdf

[2] https://www.mckinsey.com/featured-insights/future-of-work/covid-19-and-gender-equality-countering-the-regressive-effects

[3] https://bank.gov.ua/ua/news/all/vistup-golovi-nbu-na-schorichniy-doslidnitskiy-konferentsiyi-natsionalnogo-banku-ukrayini-ta-natsionalnogo-banku-polschi-rinok-pratsi-ta-monetarna-politika

What are the usual suspects for the gender gap in employment? PWC study[4], based on data from the International Labor Organization, identified two main obstacles to realizing the economic potential of women. Women are either not ready (measured by the level of literacy and the level of secondary education) or unable to reveal their economic potential due to social and economic barriers (established gender stereotypes, unequal opportunities for access to the labor market, inequality in wages, etc.).

One of the examples of how the gender gap problem is relevant is a recent study published in a McKinsey & Company Global Institute report[5] that closing the gender gap could add $ 12 trillion to $ 28 trillion to global GDP. In this regard, we believe that it is very valuable for a business to respond to such research, to develop its strategy in order to strengthen and support gender equality.

Business and financial industries usually pay little attention to salient social issues. Nevertheless, as the crisis hit and reports were published, business started to react to this question more seriously, suggesting that for many companies it has become a new priority. There is a serious demand on the part of business to understand what exactly affects the reduction of gender gap in countries, thereby informing businesses how to adapt and behave in different cultures and countries. So we can say that, the issue of gender gap has become central not only in academical or social studies, but it is also relevant for business research.

Considering all the above, the goal of this work is to analyze what factors influence the gender gap in different countries of the world. Taking into account common limitations in this scholarship: as limited number of countries or omitted time variance or lack of research on gender stereotypes directly, my aim is to consider these points in this research.

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[4] https://www.strategyand.pwc.com/gx/en/insights/2002-2013/third-billion/strategyand-empowering-the-third billion-full-report.pdf

[5] https://www.mckinsey.com/featured-insights/employment-and-growth

The motivation for this work is to identify general trends in the problem of gender inequality, look at the situation in the world, identify common features and understand what strategies should be used, in order to adopt a strategy to reduce the gender gap.

This paper is organized as follows. First, it looks at the existing theories that explain the influence of various factors on the gender gap. Then, it discusses the existing methods of solving the problem with the gender gap in the corporate sector. Then, after discussing the hypotheses, data, and variables, a fixed-effect model is presented testing the hypothesis. At the end of the article, suggestions for further research and possible applications of the results are discussed.

CHAPTER 2. LITURATURE OVERVIEW

The semantics of the term gender gap itself symbolizes the differences - due to an abundance of objects of the gap itself, there are a lot of scientific articles, in particular in sociology, that try to determine the relationship between the gender gap and various social variables. The scholarship is vast. To narrow literature research in this area I will conduct an overview of the existing literature about the factors that influence gender gap in the labor market trying to pay more attention to recent studies. Then I will review the existing methods of eliminating gender inequality in the European markets.

In the literature, there are two main competing hypotheses - the resource hypothesis and the social role hypothesis. They provide opposite explanations for the correlation between gender differences and the economic development of a country. According to the theory of social role, gender differences decrease in more developed countries. This is explained by the fact that economic development is a key factor in advancing society towards gender equality, which essentially dissolves gender roles (Duflo, 2012; Fernández, 2009). The second reason is that women and men have different preferences that instill in them gender roles, which is the main component in explaining the differences between them, and, consequently, high economic development and gender equality, should lead to the disintegration of gender differences in preferences. The prospect predicts that advances in gender equality will lead to a shift in gender roles, with life patterns and expectations more overlapping, thereby stimulating a process of convergence in values (Wood and Eagly, 2012).

In contrast, resource theory argues that the gender gap widens with economic development. According to the authors (Inglehart, 2003), one of the foundations of self-expression is the satisfaction of basic material needs, which depend on the availability of resources in the country. Therefore, gender differences should be manifested in the event that people gain access to these resources and begin to express themselves more strongly, creating an environment for ambition and self-expression. Gender equality stimulates the

process of gender discrepancy in personality, because greater equality of resources and increased autonomy allows each gender to better pursue its innate tendencies, which were acquired through sexual selection in the past of our ancestors (Schmitt, 2017).

Thus, all the above theories leave open the question of the factors influencing the gender gap, so I will try to answer it by building a model and including additional parameters at the country level, such as GDP and business index.

The issue of the choice and preference gap was continued further in the study, focusing on personal values, by M. Bertrand, 2011 and Croson, 2009, where gender differences in preferences were the object of the gap. They have shown that differences in choice can be one of the reasons and explanations for differences between men and women in the context of career choices, finance or education. In their study, they conducted a survey among men and women in the form of interviews to find out their values. By constructing a regression model, they found strong differences between the sample of men and women, and thus were able to identify the types of preferences that differ between men and women. Each of them has implications for the economic decisions made by men and women in the labor and product markets. The main values highlighted the basic human values and qualities, such as altruism, competition, risk, reciprocity, patience or trust, which form the basis of theories of choice and govern human behavior. These findings motivate research into the relationship between the gender gap and the social values mentioned above.

Another important factor influencing the gender gap is described in an article by Antonio M Jaime-Castillo, 2016 established the presence of a strong social religiosity. In a general sense, most articles consider economic, political or social factors to be the main reason for the gap. Despite the fact that this article focuses more on the labor market and on business, we cannot ignore the social factor, one of which is culture. One of the most important parts of culture is religion, so in that way Antonio M Jaime-Castillo in his research used data from the World Values Survey in 86 countries and evaluated three-tier

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regression models to prove the relationship between gender gap and religion. Confirming the theoretical approach, social religiosity undermines the preferences of the proponents of redistribution more among women than among men. The results showed that collective religiosity is more important for the gender gap in the redistribution of relations than traditional political and labor force factors. Confirming the theoretical approach, social religiosity undermines the preferences of proponents of redistribution more among women than among men, their results show that collective religiosity is more important for the gender gap in the redistribution of relations than traditional political factors and factors of the labor force, moreover, social religiosity undermines redistributive preferences among women more than among men.

As earlier mentioned, strengthening gender equality has become one of the main focuses of the labor market. Both from the side of individual values and the side of companies' strategies.

First of all, we consider it important to understand in what context the gender gap is used in business and how it is defined. One of the first definitions was in the last century, so in the 1995 article, Wayne says that yet there is no legal rule that has ever tried to define precisely the term' discrimination', in the context of the workforce, it can be defined as the "giving of an unfair advantage (or disadvantage) to the members of the particular group in comparison to the members of another group".

In terms of the business environment and its impact on the gender gap, there are a number of recent studies that support a strong correlation between the business environment and ease of doing business and gender equality. Thus, the report About doing business: measuring for impact[6] concluded that there is a high correlation between the Doing Business rating and The Gender Inequality Index.

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[6]https://www.doingbusiness.org/content/dam/doingBusiness/media/Annual-Reports/English/DB14-Chapters/DB14-About-Doing-Business.pdf

Zahid Ali and Zareen's (2011) analysis shows that females were discriminated against more than males in private organizations. Also, females are discriminated against more than males in the private sector than in the public sector. One more conclusion they made is that gender discrimination decreases satisfaction and motivation and commitment to the enthusiasm level of employees, and increases the stress level in the employees.

In the recent research, McKinsey&Company[7] also provided advice on narrowing the gender gap in the corporate sector. First, action needs to be scaled up: Research shows that gender equality requires leaders to intervene in a wide range of factors, driving disparate resources and people for years to come. Thus, these actions should aim to create conditions for women to become better leaders, such as "sponsoring (not just mentoring) women, neutralizing the impact of maternity leave on career growth and wage increases, and development criteria used by companies for promotion to include a variety of leadership styles". Second, the need for complex conversations: companies that are making progress tend to have a series of difficult conversations about gender among their leaders.

One of the most popular policies to prevent gender inequality is the policy to control the gender pay gap. The gender pay gap is the difference between the average (average or median) earnings of men and women in the labor force. As of 2017, according to Great Britain's government site[8], if you are an employer with 250 or more employees on a "snap date", you must comply with the gender pay gap reporting rules. At first, the question was more about acquaintances and some companies by surprise, not all submitted reports. Now the situation is better, I agree with the state report[9]2019 half of employers developed some kind of measures to close their GPGs, and there are signs that this

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[7] https://www.mckinsey.com/featured-insights/leadership/a-ceos-guide-to-gender-equality

[8] https://www.gov.uk/government/collections/gender-pay-gap-reporting

[9] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/949635/gender_pay_gap_employer_action_and_understanding_2019.pdf

number has increased over the past year, and among those with a GPG exceeding 5%, the share of developmental actions rose to 60%.

Accenture, Barclays, Credit Suisse UK, and KPMG have set gender-specific targets by business and function: they have clear milestones and timelines so they can continually assess themselves against their targets. Moreover, managers and decision-makers are responsible for achieving these goals.

Director of the Clayman Institute for Gender Research, Shelley Correll (2016), presented a model designed to reduce the negative impact of gender-stereotyped bias on women's performance, called the "small wins" model of change. The key to this model is that researchers work with management teams to design concrete, actionable actions that produce visible results. She argues that small victories motivate further action and are the building blocks for larger organizational change[10]. The entire process aims to create objective performance checklists and other tools that remove ambiguity and the possibility of bias from the people using them. Correll and her team have tested this model in several companies over the past three years as part of the Stanford Women's Leadership Development Center. They found noticeable improvements in gender inequality in these companies. For example, at a mid-sized technology company in the Western United States, Correll said her research found that after the new scorecard was put in place, managers were less likely to discuss the employee's personality rather than his or her job[11].

In turn, the European Bank, in the report "Strategy for the Promotion of Gender Equality 2016-2020"[12], emphasizes that first of all, the task for each firm is to increase access to finance and business support for enterprises headed by women; increase women's access to job opportunities and skills; improve women's access to services.

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[10] https://womensfundmke.org/wp-content/uploads/2018/02/corell-2017-gender-and-org-change.pdf

[11] https://news.stanford.edu/2017/12/19/new-approach-reducing-gender-inequality-work/

[12] https://www.ebrd.com/gender-strategy.html

One of the most popular gender equality strategies that businesses can do is the Women's empowerment principles (WEP's) - international principles for businesses that strive to ensure equal rights and opportunities. Within the framework of these principles, there is a special tool for auditing and assessing progress - WEP's Gender Gap Tool. It helps to determine the key areas for work, and then - to analyze how well this work was carried out.

The WEP Gap Analysis Tool consists of 18 multiple choice questions spread over 4 topics: leadership, workplace, market, and community. Each question assesses a key approach to empowering women within these four themes. The questions have multiple answers and the user is asked to "pick whatever is suitable" for their company. Multiple-choice options point to specific practices in the 4 stages of governance: commitment, implementation, evaluation, and accountability. According to the results of 2020, so far, out of more than 3700 signatory companies of the Women's empowerment principles in the world, only five are Ukrainian.

Summing up the results of the literature review, we can say that the topic of the gender gap has long been of interest both at the scientific level for research on influencing factors, and at the corporate level, as a desire to eliminate this problem. The same can be said about the situation with the control of gender inequality: different strategies are gaining strength in the world, which are being implemented at the legislative and business levels.

The gender gap is a topic that is deeply studied both in the academic world and in the practical world, which makes it especially relevant at the moment. The demand for the identification of influencing factors is very high. Thus, from the literature, we have identified several opposing hypotheses, both with religion and resource theories that give us the basis for research in our model. As well as theories that confirm the influence of human values and the gender gap, which we also want to test by identifying which values really influence.

CHAPTER 3. METHODOLOGY

Based on the above arguments in favor of the relevance and the need to study the influence of personal values and other factors on the gender gap, a regression model with fixed-effects was chosen.

The model uses panel data - this is multidimensional data obtained by a series of measurements over several periods of time for the same countries.. From the point of view of regression analysis, the use of panel data increases the size of the sample under consideration, which provides a more efficient estimation of the parameters of the regression model.

If the sample contains some heterogeneity, which is associated, among other things, with those factors that are not taken into account in the model, while unobservable factors may be correlated with the model regressors, then panel data make it possible to take into account heterogeneity by considering the so-called individual effects (fixed).

Fixed-effect panel data models are an approach based on introducing individual effects into consideration, which allows you to get rid of the influence of an unobservable variable (constant over time) and obtain unbiased parameter estimates. For models of enterprises and companies, industries, regions and countries, the model with fixed effects is most often used, since each of the objects of such a sample has its own individual characteristics, and the purpose of building a model is, in particular, to obtain a forecast for a specific sample object and cannot be considered as random extractions from some underlying population.

The fixed-effect model is constructed as follows:

$$y_{it} = b_1 X_{it1} + b_2 X_{it2} + a_i + u_{it}$$

where

- y_{it} – dependent variable which is gender gap in business observed for individual at time t.
- X1 is the independent regressor vector, standing by individual variables in survey
- X2 is the independent regressor vector, standing by variables on the country level
- A_i is the unobserved time-invariant individual effect.

The purpose of the model is to test the following hypotheses:

I. Hypothesis: The gender gap in a country depends on values about working ethics and social trust

1) Important in life: Work - 1 if work is important for a person in life, 0 if not. The hypothesis is that if people consider work in life important then the business environment in this country is high and then this country should have a lower gender gap.

2) Important in life: Religion - 1 if religion is important for a person in life, 0 if not. In this case, we rely on a theory[13] that is ambiguous in this matter, as stated in the paragraph above, here our goal is to check what kind of influence, there are no definite assumptions.

3) Most people can be trusted - 1 if a person thinks that most people can be trusted, 0 if not. The theory tells us that in their study Falk and Hermle (2018)[14] looked at the relationship between basic preferences, which include trust, and found average gender differences to be positively correlated with a Gender Equality Index ($r = .56$).

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[13] https://www.jstor.org/stable/2095292

[14] https://science.sciencemag.org/content/362/6412/eaas9899

4) Competition good or harmful - if a person believes that competition is good, then the variable takes on the value 1, if not, then 0. The theory[15] described above suggests that the competition stimulates the development of the business and the business environment. Accordingly, the higher the level of competition, the higher the level of the index of doing business. and correspondingly smaller gender gap.

II.   Hypothesis. Gender gap depends on gender norms

5) Answers to questions: Being a housewife is just as fulfilling, Men make better political leaders than women do, University is more important for a boy than for a girl, Women have the same rights as men, these are all coded as a gender gap and were counted just like the dependent variable. The assumption is that the higher the gender gap in other areas, the higher in business. The presence of a high gender gap in the business category can be an indicator of high gender inequality across the country as a whole.

III.   Hypothesis. Nationalism represents high muscular society and as a consequence provokes a higher gender gap.

6) Willingness to fight for the country - if a person is ready to fight for his country, then this variable takes on the value 1, if not, then 0. This is a kind of dummy of a person's patriotism. The theory[16] described above says that the higher the feeling of nationalism, the higher the muscularity and the consequently higher the gender gap.

IV.   Hypothesis. The more people think that the world is better off without science, the greater the gender gap in the country.

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[15] https://www.doingbusiness.org/content/dam/doingBusiness/media/Annual-Reports/English/DB14-Chapters/DB14-About-Doing-Business.pdf

[16] https://essayzilla.org/wp-content/uploads/2020/12/20190408223052nagel_masculinity_and_gender.pdf

7) The world is better off, or worse off, because of science and technology - if a person thinks that the world is better without science, then the variable takes on the values 1, if not, then 0. One of the studies[17] showed that life-quality pressures in less gender -equal countries promote girls' and women's engagement with STEM subjects. Paradoxically, the sex differences in the magnitude of relative academic strengths and pursuit of degrees rose with increases in national gender equality.

V. Hypothesis. Democracy contributes to the development of an equal society, which consequently narrows the gender gap.

8) Importance of democracy - if a person thinks that democracy is important, the variable takes on the value 1, if not then 0. Overall, research shows[18] that democracy and gender equality form a mutually reinforcing relationship in which higher levels of liberal democracy are a necessary but not sufficient condition for higher levels of gender equality.

VI. Hypothesis. The country's economic development and better economic opportunities negatively affects the gender gap.

11) GDP per capita - the hypothesis that The higher GDP per capita (as an indicator of the economic development of the state), the lower is the gender gap.

12) GINI (is a measure of the distribution of income across a population developed[19]) - The hypothesis is that the higher GINI, higher inequality, higher gender gap.

13) Doing Business - The more developed the business environment, the lower the gender gap.

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[17] https://journals.sagepub.com/doi/10.1177/0956797617741719

[18] https://www.brookings.edu/wp-content/uploads/2017/08/fp_20170905_democracy_gender_security.pdf

[19] https://en.wikipedia.org/wiki/Gini_coefficient

CHAPTER 4. DATA

For the data source the survey data from World Values Survey[20] (WVS) was taken. The WVS is the largest non-commercial, cross-national investigation of human beliefs and values ever executed. These data have been widely used by government officials, journalists, and students, and groups at the World Bank have analyzed the linkages between cultural factors and economic development.

There are several waves of surveys for 60 countries , recent wave 7 took place in 2017-2021 years. WVS process with representative samples of all people older than 18 years old; the sample size depends on the population size: in most counties, there are 1200 respondents, but the greater population is, the greater sample: from 1500-5000 respondents. The collection method is a face-to-face interview at the respondent's place of residence. The questions are divided by the related topics:

- Cultural values;
- Attitudes and beliefs towards gender, family, and religion;
- Attitudes and experience of poverty;
- Education, health, and security;
- Social tolerance and trust;
- Attitudes towards multilateral institutions;
- Cultural differences and similarities between regions and societies;
- Issues of justice;
- Moral principles;
- Corruption;
- Accountability and risk;
- Migration;
- National security;

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[20] https://www.worldvaluessurvey.org/wvs.jsp

- Global governance.

The dependent variable in the regression model is the gender gap in attitudes about women and men in business. The World Values Survey includes an idem "Do you think men make better business than women do" (yes or no question). Accordingly, a person who answered "Yes" is considered gender biased. In order to calculate the gender gap, I took the percentage of gender-biased men who answered "Yes" to the question above and gender-biased women, the difference between these values was the value of the gender gap, which we calculated for each country for 3 waves of the survey (2005-2020 years).

Similar iterations were made for all other variables, except for indices such as GDP per capita, GINI, and the Doing Business Index, where the data was taken in the original format from the World Bank for each country and each year that country was surveyed. The explanatory variables were taken as the national average. Considering that they are all binary, the average value is equal to 1 percent, that is, affirmative answers to the question.

I have created a categorical "wave" variable that takes on the values 5, 6 and 7 depending on which year the country took part in the survey. 5th wave is if the country took part in 2006-2009, 6th wave is 2010-2014 and 7th wave is 2017-2020. Not all countries took part in 3 waves at once, so there are cases when for some countries the value of the "wave" variable is only 6 and 7.

Figure 1 represents the distribution of dependent variables through time and among all countries. We can see that, for example, for Ukraine gender gap became lower in wave 7: 28% in wave 5, 23% in wave 6 and 19% in wave 7, which is quite a good trend. We can also say that the biggest gender gap has been countries from the past , the Soviet Union and African countries.

Figure 1. The distribution of gender gap through 5-7 waves, %
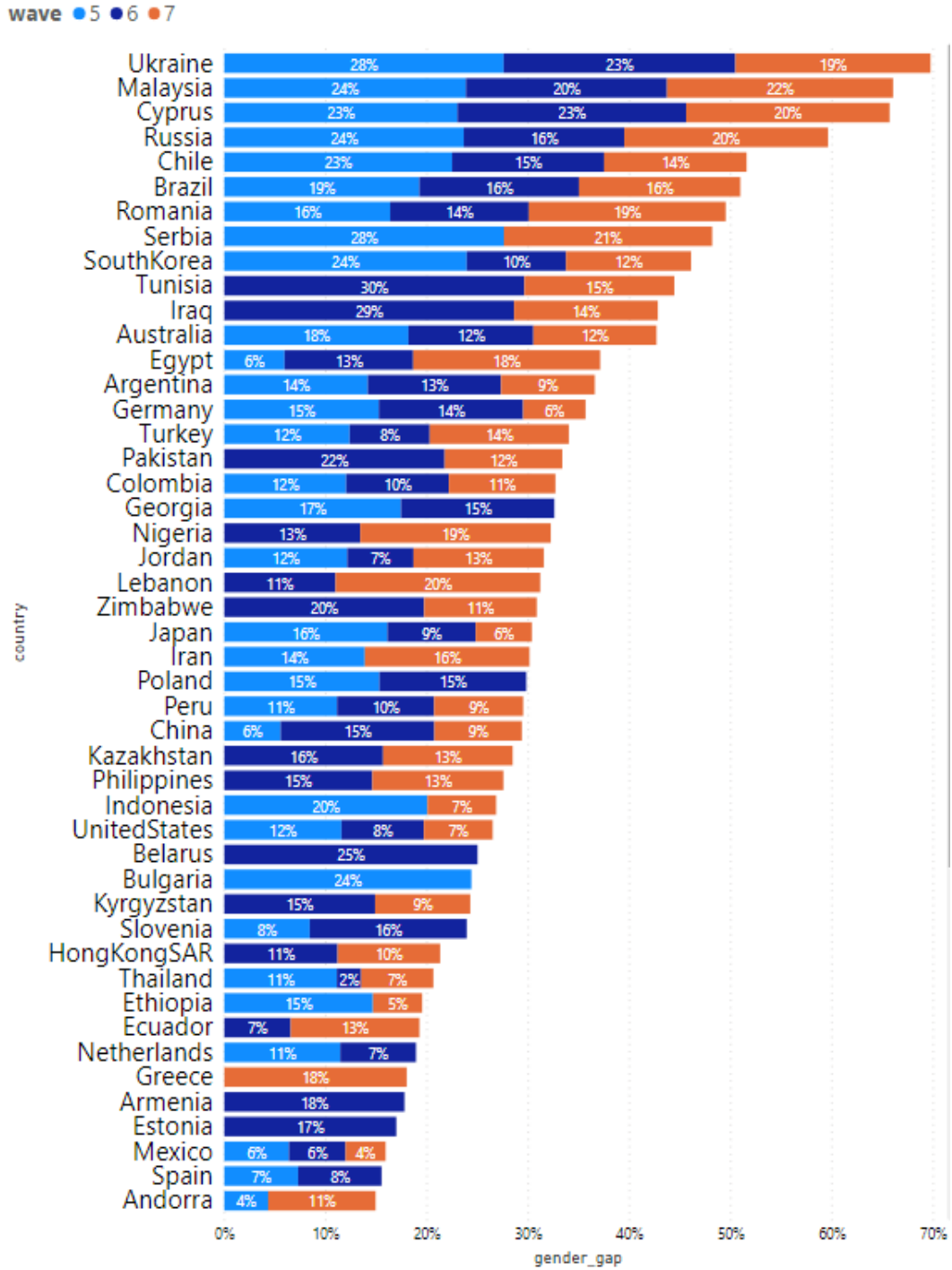
The distribution of the gender gap by country can be clearly seen in Figure 2. In this figure, the gender gap is taken as the average for all years of the country's participation in the survey. Countries in which the gender gap reaches the maximum value in the sample in the intervals of 20-30% are shown in red, countries with a gender gap of 10-19% are shaded in yellow, and green <9%. Looking at this distribution, we can say that we cannot clearly distinguish a separate region in which there would be predominantly only a high indicator or only a low one. Thus, we see that geographic location, and possibly history, is not a rationale for a high or low gender gap. Thus, we can see that due to the wide geographical spread of countries, the dependent variable is distributed more or less evenly.

Figure 2. The average of gender gap by country, %
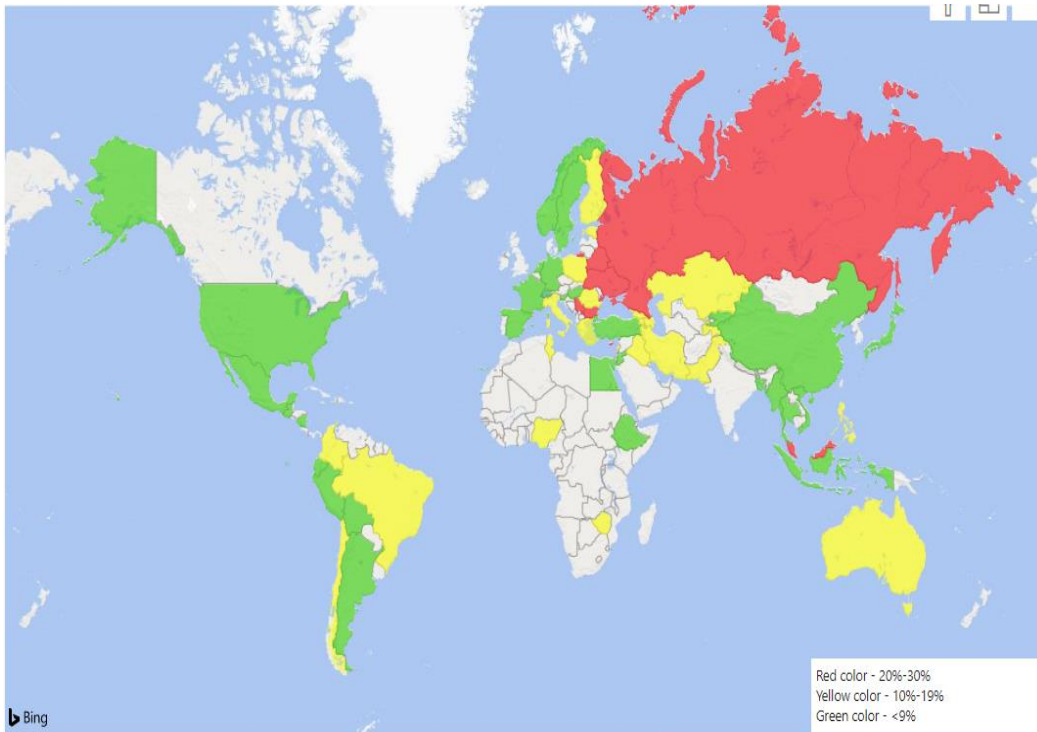
Another of the parameters of data analysis is their statistical characteristics, such as mean, maximum value, minimum, standard deviation. They are presented in Table 1.

Table 1. Descriptive statistics

	Mean	Standard Error	Median	Standard Deviation	Minimum	Maximum
Gender Gap	13%	0.01	12%	0.06	1%	30%
Work is important in life	89%	0.01	91%	0.10	0	1
People can be trusted (Calculated as % of people who answered positively)	25%	0.01	20%	0.17	2%	74%
Religion is important in life (Calculated as% of people who answered positively)	67%	0.02	77%	0.27	0	1
Being housewife is fulfilling (Calculated as % of people who answered positively)	3%	0.01	2%	0.06	-15%	16%
Men are better politicians	11%	0.01	12%	0.06	-3%	30%

than women (Calculated as % of people who answered positively)						
University is more important for men than for women (Calculated as% of people who answered positively)	7%	0.00	6%	0.05	-2%	21%
Nationalism (Calculated as% of people who answered positively.)	69%	0.01	72%	0.17	0	1
Person is interested in politics	45%	0.01	43%	0.14	22%	84%
Person's belief that competition is good	76%	0.01	78%	0.10	27%	95%
Person's belief that democratic is good	88%	0.01	90%	0.07	59%	99%
Person's belief that woman should	2%	0.00	0%	0.05	-12%	24%

have same rights						
Person's belief that world is better off with science	26%	0.01	24%	0.13	0%	58%
GDP per capita	14475.01	1566.67	6629.28	18135.52	0	85139.96
GINI index	19.90	1.70	26.70	19.73	0	55.60
Doing business index	35.21	2.92	47.40	33.79	0	87.32

We also want to present the results of the correlation matrix in Table 2. Correlation coefficients were calculated for each indicator and presented in the form of a matrix. The strongest correlations that exceed the value of 0.5 are highlighted in red. We see that there are few such values, the strongest correlation coefficients are observed between the following parameters:

- people can be trusted and religion is important in life - one of the strongest negative correlations -0.69 at the level of countries;
- university is more important for men than for women and gender gap - positive coefficient 0.54 at the level of countries;
- religion is important in life and nationalism - positive coefficient 0.51;
- people can be trusted and person is interested in politics - positive coefficient 0.54 at the level of countries;
- people can be trusted and person's belief that world is better off with science - negative coefficient 0.46 at the level of countries;
- religion is important in life and GDP per capita - negative coefficient - 0.4 at the level of countries;

- people can be trusted and GDP per capita - a positive coefficient of 0.56 at the level of countries.

Thus, we can see that the indicator "People can be trusted" correlates with many other variables and is likely to be a strong predictor of various social processes. Hence, we want to compare the results of the model with and without the independent variable "People can be trusted".

Table 2. Correlation Matrix

	Gender Gap	Work is important in life	People can be trusted	Religion is important in life	Being housewife is fulfilling	Men are better politicians than women	University is more important for men than for women
Gender Gap	1						
Work is important in life	-0.07	1					
People can be trusted	-0.22	-0.26	1				
Religion is important in life	0.20	0.46	-0.69	1			
Being housewife is fulfilling	0.18	0.03	-0.05	0.07	1		
Men are better politicians than women	0.25	-0.11	-0.21	0.08	0.12	1	
University is more important for men than for women	0.54	0.01	-0.21	0.30	0.08	0.47	1
Nationalism	-0.03	0.44	-0.11	0.51	-0.03	-0.13	0.13
Person is interested in politics	-0.18	-0.01	0.54	-0.16	0.05	-0.26	-0.09

Person's belief that competition is good	-0.06	-0.11	0.28	-0.20	0.10	-0.08	-0.03
Person's belief that democratic is good	-0.18	0.06	0.19	-0.11	0.22	-0.20	-0.16
Person's belief that woman should have same rights	0.01	0.04	-0.04	0.20	0.11	-0.03	0.25
Person's belief that world is better off with science	0.07	0.18	-0.46	0.30	0.06	0.14	0.05
GDP per capita	-0.24	-0.11	0.56	-0.50	0.12	-0.26	-0.35
GINI index	-0.01	0.00	-0.15	0.04	-0.03	0.03	-0.23
Doing business index	-0.06	0.11	-0.15	0.14	-0.11	-0.04	-0.07

	Nationalism	Person is interested in politics	Competition is good	Democratic is good	Woman should have same rights	World is better off with science	GDP per capita	GINI index	Doing business index
Nationalism	1								
Person is interested in politics	0.00	1							
Person's belief that competition is good	-0.03	0.12	1						
Person's belief that democratic is good	-0.08	0.16	0.48	1					
Person's belief that woman should have same rights	0.09	0.08	0.01	0.08	1				
Person's belief that world is	-0.13	-0.26	-0.08	-0.05	-0.13	1			

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better off with science									
GDP per capita	-0.35	0.41	0.25	0.31	-0.14	-0.15	1		
GINI index	-0.07	-0.15	-0.16	0.07	-0.26	0.28	0.11	1	
Doing business index	0.03	0.00	-0.11	-0.07	0.01	0.02	0.12	0.04	1

CHAPTER 5. RESULTS

The fixed effects model carried out in this work has a very complex structure. where there is a dummy variable and control variables. as well as a time effect.

Panel data itself is very complex to model. Therefore, in addition to fixed effects. It was decided to build a model of random effects. The random effects model assumes that individual effects are not correlated with regressors. It is important to check whether the assumption of a correlation that can lead to the inconsistency of most estimates of the model with random effects is valid. The results of the models were almost the same. To find out which model is the best. The Hausman test was performed. The test can test the hypothesis that there is no correlation between individual effects and regressors and choose between a random effects model or a fixed effects model. The random effects model was rejected due to non-confirmation of the null hypothesis by the test. the p-value as a result of the test was less than 0.05.

The general performance of the fixed effects model also shows the high significance of the model. namely: $R^2 = 0.656$. which shows that about 65.6% of the variation in the dependent variable is explained by the model.

Comparison of variations of models with the dependent variable "People can be trusted" and without it showed that the models are no different from each other. Thus, a strong correlation of this variable does not affect model results.

The results of the fixed effect model you can see in Table 3.

Table 3. Results of the fixed-effect model. dependent variable Gender gap

Variable	Coefficient	Standard error	Significance
Wave	0.011	0.007	
Work is important in life	0.124	0.114	
People can be trusted	-0.077	0.078	
Religion is important in life	-0.084	0.109	
Being housewife is fulfilling	-0.158	0.098	
Men are better politicians than women	0.858	0.139	***
University is more important for men than for women	0.026	0.148	
Nationalism	-0.033	0.068	
Person is interested in politics	0.069	0.059	
Person's belief that competition is good	0.052	0.077	
Person's belief that democratic is good	0.114	0.113	
Person's belief that woman	0.029	0.111	

should have same rights

Person's belief that world is better off with science	-0.027	0.053	
GINI index	0.0002	0.0003	
Doing business index	-0.0004	0.0002	*
GDP per capita	0.112	0.064	

Total Sum of Square	0.127
Residual sum of square	0.042
R^2	0.66
F-Statistic	6.42
p-value	1.5428e-07
AIC	-666.29

Based on the results of the model presented above. we can see that as a result. Only 2 factors are significant: the factor of gender bias in politics. as well as the index of doing business. Thus, we can accept 2 hypotheses out of 6: The country's economic development negatively affects the gender gap; The higher gender gap in other spheres of society. The higher the gender gap in business. Despite the fact that not all the parameters responsible for confirming the hypothesis are significant. we can still accept them only by noting specific areas in which the parameters are significant. Thus. we can interpret the model coefficients as follows:

1) If the Doing Business Index decreases by 1 unit. the gender gap will increase by 0.0004%. But since the change is very small, we can say that, although the business index is significant, it does not have an impact.

2) With an increase in gender bias in politics by 1 unit. the gender gap increases by 0.858%.

Another point that I would like to dwell on is that. for the sake of curiosity. We tried to remove the cultural variables of gender bias from the model (Being housewife is fulfilling; Men are better politicians than women; University is more important for men than for women; Person's belief that women should have the same rights) to see which parameters will become meaningful as a result. These parameters turned out to be Work is important in life (with a positive sign). Nationalism (with a negative sign). Person's belief that competition is good (with a positive sign). Doing business index (with a negative sign). R^2 in this model is much less - 0.35. Which means that the model is much worse than the first one. First of all, this suggests that the culture factor is key and takes over most of the variation in the model.

CHAPTER 6. CONCLUSIONS AND RECOMMENDATIONS

Summing up the results of the work carried out. The general conclusion is that it has been proven that the culture in society and the economic development of the country affect the gender gap in business. Some iterations of the model also showed interesting results that can be used for business purposes.

First, we have confirmed that culture is one of the most important factors in shaping the gender gap. Our conclusion is confirmed in the literature. from which it emerges that it is culture that should become the object of change in order to reduce the gender gap. Culture change is expected not only at the country level. but at the company level. The previously described methods for closing the gender gap in companies. according to the authors. can help improve the situation in business.

The most common techniques described earlier are: the policy to control the gender pay gap; gender-specific targets by business and function; "small wins" model of change; women's empowerment principles (WEP's) - international principles for businesses that strive to ensure equal rights and opportunities.

Secondly, the development of the country's economic condition reduces the gender gap. The model has shown that not all of the economical parameters are responsible for the level of development of the country (GDP per capita. GINI index and doing business index). only the parameter responsible for the business environment in the country. namely the doing business index. turned out to be a significant factor. Thus, improving the business environment in society helps to reduce the gender gap in the country.

From this conclusion follows a recommendation that includes improving the business environment and the ease of doing business at the country level. This can be achieved through facilitating laws from the state, the fight against the regulatory framework, corruption, etc. What can be achieved at the level of each business is development and focus not only on profits, but also on other sectors - such as internal culture, educational

work within the company, development of internal qualities, an incentive system for achieving and developing the necessary qualities, the introduction of a situation monitoring system , and control of the processes responsible for this.

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