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## CURRENT TRENDS IN THE DEVELOPMENT OF WOMEN'S ENTREPRENEURSHIP IN UKRAINE

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**Abstract.** *It is determined that the current stage of development of Ukrainian society is characterized by the activity of women entrepreneurs who effectively compete with male entrepreneurs. The main barriers to the development of women's entrepreneurship (economic, bureaucratic, educational, and cultural), have been systematized. An analysis of various programs to support women's entrepreneurship and leadership in Ukraine is made. Identified the key elements of activating the development of women's entrepreneurship which include: providing free access to quality instruments of financial and credit support; improving business information and staffing; gaining new knowledge in the development of online channels, entering new market segments in a post-pandemic environment.*

**Key words:** *economic efficiency, agricultural enterprise, digitization tools, development, technologies.*

The main trend of recent years in Ukraine is to promote the topic of women's entrepreneurship. Today, the percentage of women who start their own businesses, create new jobs and increase the level of self-employment is dynamically increasing. Therefore, the issues of determining the specifics of the development of women's entrepreneurship in Ukraine, as well as identifying the main obstacles and vectors of intensification of its development are relevant.

It is determined that the current stage of development of Ukrainian society is characterized by the activity of women entrepreneurs who effectively compete with men entrepreneurs. It is defined that

the index of women entrepreneurs is the highest in developed countries, due to the creation of favorable conditions for the development of women's entrepreneurship, and in developing countries, most women start businesses because of their material needs, which in most cases occurs in Ukraine. It is found that it takes 257 years to equalize wages between men and women if changes occur at the rate of the last 5 years; women are involved in unpaid domestic and family work for 4.4 hours, and men for 1.7 hours; among the 100 richest people in Ukraine, only three are women; only 6% of businesses are run by women.

The significant barriers to the active development of women's

entrepreneurship, including economic, bureaucratic, educational, cultural and gender, have been systematized. An analysis of various programs to support women's entrepreneurship and leadership in Ukraine, implemented by state, international and non-governmental organizations is made. Moreover, it was found that among the key elements of intensifying the development of women's entrepreneurship should be noted: the introduction of effective laws and regulations aimed at stimulating the opening of new businesses by women; providing free access to quality instruments of financial and credit support for women's entrepreneurship; improving business information and staffing; gaining new knowledge in the development of online channels, entering new market segments in a post-pandemic environment.

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