

versions of publications which they launched earlier showed audience growth of 34%, which ultimately amounted to about 44 million people [6].

The complex of all advantages of social media marketing makes it to the advertiser the most effective tool to promote the product.

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PROFESSIONAL EMPLOYMENT OF UKRAINIAN WOMEN IN THE ECONOMY OF THE 21ST CENTURY

It is considered to be of key importance for economic growth to empower women in taking leadership positions. A lot of business leaders have realized that gender diversity is a driving force for the performance of their enterprises. The matter of great significance is the participation of women in the higher executive level. On the microeconomic level here are some economic arguments in favor of more gender diversity on company boards. Studies from various countries show that companies with a higher share of women at top levels deliver strong organizational and financial performance. Studies have also shown that where governance is weak, female directors can exercise strong oversight and have a “positive, value-relevant impact” on the company. On the other side according to recent estimates, women control about 70 % of global consumer spending. More women in management positions can therefore provide a broader insight in economic behavior and consumers’ choices, leading to market share gains through the creation of products and services more respondent to consumers’ needs and preferences. The problem of senior executives is directly connected the level of women’s professional education, nowadays more than half of the students graduating from Europe’s universities are women. On the macroeconomic level the absence of women in senior positions may

trigger vicious cycles that further widen both the gender employment gap and the gender pay gap. Strong economies and sustainable pension systems in the future will depend on higher female employment rates and high wage returns on paid jobs. This is why the Europe 2020 Strategy sets a target of raising the employment rate for women and men aged 20 to 64 to 75 %. Achieving this target requires greater participation of women in the labor market. Therefore, incentives for women to stay in the workforce, including credible prospects of career progress, are essential; one of such incentive consists in opening the door to top management positions. It is worthwhile mentioning that in Ukraine according to statistics of the UN Office (UNDP), about 14% of women occupy senior management positions, but the majority of them occupy the positions among specialists - 79.9%. According to UNDP, women own 20-22% of small and medium enterprises. As for big business, it still remains a "masculine" - only 2% of Ukrainian women are the owners of a large business. In this connection according to the data of UNDP women's employment is more common in the following areas:

- Health care and social assistance - 81.5%
- education - 76.4%
- financial institutions - 66.4%
- public administration - 64.8%
- sphere of hotels and restaurants activity - 69.8%
- sphere of post and communication activity - 61.4%
- provision of communal and individual services - 59%
- sphere of culture, sports, recreation and entertainment - 62.8%

As we see, nowadays the situation with gender stereotypes in the professional sphere is mainly the same. Women are occupied with the spheres of entertainment, hotels, restaurants, post, communal, culture activity. The binary opposition of public and private sphere is at the basis of women's professional activities as it was one thousand, one hundred or few years ago.

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STAGES OF CONSUMER'S DECISION-MAKING PROCESS

Decision-making process on the acquisition of goods includes the following stages:

- Need recognition;
- Information search;
- Alternative evaluation;
- Purchase decision;
- Consumption;
- Post-purchase behavior.