

WOMENLEADERSHIP

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Development of market relations in Russia not only has radically affected economic processes, but also promoted softening of conservative installations concerning many spheres of ability to live. However representations about female business activity and, especially, leadership, and business remain till now in frameworks of patriarchal culture still keeping a great influence all over the world and almost dominating in Russia. Management is considered as a man's prerogative. Such approach considerably limits possibilities of women in self-realization and complicates their adaptation in crisis social and economic conditions besides it does not answer real social changes.

During the Soviet period the inequality in a gain in economy was perceived by the woman of supervising positions as quite natural phenomenon though within the limits of the official doctrine the country leaders frequently showed on separate examples of women's "victory" in management of the enterprises. According to economy Institute, in 1990 the structure of the management case included 6-7 % of women.

In a modern society there was variety of the objective conditions favoring to expansion of female role repertoire, in particular, to development of female business and management and formation of institute of administrative leadership. The society is guided by management democratic principles more and more, on the first place there is the information technology, prevailing value is received by sphere of services with model of business relations corresponding to it that quite answers female features of business dealing. The demand of "female" management style is defined also by qualitative changes in the management which now gets innovative, human-oriented character. A number of researches convincingly prove that nonconventional female style of a management quite corresponds to modern conditions and can raise viability of the organization in unstable environmental conditions.

Recently in the majority of the developed countries the active women's role in the lead positions in business and the politics is observed. According to the forecast of the Russian researchers and analysts in the structure of employment women will occupy the bigger share, than men. Their quantity will increase and among heads, managers, directors, as big enterprises, the organizations, and small, and moderate-sized firms. Despite so optimistic forecasts concerning female employment, this problem remains rather topical for Russia. Its sharpness increases because in public consciousness of Russians representation about disinterest of the Russian women in a gain of the higher positions in hierarchy of the Russian enterprises is rather extended. All it forms preconditions for profound studying of influence of gender aspects on formation of administrative leadership of women.

For many decades women have successfully gained prominent positions in the American corporate world. Once downgraded to roles of subservience, female executives nowadays continuously excel in huge companies throughout the country. For the last 12 years, Fortune business magazine has compiled a list of 50 most powerful women in business. Most of the names included in the list hold the highest positions in multi-national companies, while others are smoothly climbing up to that level. The characteristics of these women are not very much different from their male counterparts when it comes to intelligence, vision,

and persistence, though many of them privately attest that attaining success in their careers took more effort. While it has always been believed that the business world is men's showground, there is still a certain thrill when a powerful woman manages to get through the so-called 'man's world'. When Fortune launched the Top 50 list back in 1998 only two women were in CEO positions, but the list this year already includes 13 women CEOs.

Below are the names of the women who made it to the top 10 of Fortune magazine's list of the 50 most powerful women in business for 2009:

1. IndraNooyi: Chairman and CEO of PepsiCo IndraNooyi topped the Fortune list for four consecutive years. She contributed a lot to the immeasurable success of the multi-national Food and Beverage Corporation. She also spearheaded the move to purchase two independent bottling companies, which is expected to save the company about 0 million every year.

2. Irene Rosenfeld: Chairman and CEO of Kraft Foods Strongly positioned in the number two spot, Irene Rosenfeld helped increase the company's annual revenue to 15 percent and played an integral role in making Kraft Foods part of the Dow 30, which is a very influential position.

3. Pat Woertz: Chairman, CEO, and President of Archer Daniels Midland A food-based corporate executive, Pat Woertz helped position her company to bet heavily on ethanol and saw a 15% increase in ADM's stock in 2008.

4. Angela Braly: President and CEO of Wellpoint Angela Braly is the top executive of the reputed healthcare insurance company that has 34 million members and has annual sales of over billion. Braly saw her company benefit from a 71 percent stock increase in March 2009.

5. Andrea Jung: Chairman and CEO of Avon Products Avon has a remarkable worldwide following that promotes women empowerment by becoming mini entrepreneurs. With Andrea Jung's innovative method of recruitment, she successfully added more than 200,000 representatives in the US alone during the first quarter of 2009.

6. Oprah Winfrey: Chairman of Harpo Productions Oprah Winfrey is more than just a television host. Her entertainment company includes movies, print, and broadcast. She plans on launching her very own cable network with over 70 million viewers in estimation.

7. Ellen Kullman: CEO of DuPont Ellen Kullman started out in the X-ray film division of the company more than 20 years ago. She worked her way up the food chain and successfully made it to the CEO position in January 2009. This year, her impressive cost-cutting methods are anticipated to save the company from a billion-dollar loss.

8. Carol Bartz: CEO of Yahoo Carol Bartz came from Autodesk, a CAD software solutions provider, before she assumed the CEO role at Yahoo. She is expected to bring new life into the Yahoo brand. Her partnership association with Microsoft got her competitors' attention once again.

9. Ursula Burns: CEO of Xerox Ursula Burns was the very first African-American woman to become CEO of a company included in the Fortune 500 list. Burns lead her company away from bankruptcy in 2001. This year, Burns is also looking forward to seeing the company on its first profitable year.

10. Brenda Barnes: Chairman and CEO of Sara Lee Brenda Barnes has been successfully managing this thriving food manufacturing enterprise since 2005. She sold off a number of its unprofitable segments to help boost the company's stock value and market value.

What do successful women in business have in common? There are many similarities between many women in business, one of which is that they are exceptionally hard workers. The average woman who runs their own business is also a mother, and that requirement of working dual roles is something that most men business owners never have to deal with.

In addition, women in business usually have a built-in set of potential clients, customers, and cheerleaders who can all work to help them build their business. These people, some of whom they may have known all their lives, may think they are a little crazy when they first talk about setting up their business, but they are also there to stand by their side when the time comes to launch it.

Finally, one personality trait that almost all successful women business owners have is that they are able to constantly evaluate their business model, their performance, and their progress and not worry about making changes if it doesn't look like they are succeeding. Women don't mind changing their mind, trying something new or better or even changing tracks altogether. Being able to adapt, especially in a market is a key element to women's success.