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LEADERSHIP AND GENDER EQUALITY

Leadership – this is possess the knowledge and the right over a group of people to achieve goals. Leader, first of all is a person with social role and their appropriate status. Leadership is a social status, which is based on the personal characteristics given by the group members to him who is able to achieve a certain goal and influence other members of the group. If someone asks me for a description of the general characteristics of the leader I will enumerate the features / signs, such as: brain, enthusiasm, strength, resolve, honesty, trust their own Force, etc. But the

phenomenon is not only a leader personality, but it is individual product status (leader TV, leader Enterprise ...)

During the discussion of leadership it is important to emphasize of gender-specific and leader phenomenon. If something has changed in the last fifty years, this is primarily condition of women. It can be said that the transformation is one of the greatest reform in the history of mankind. Just now, most of the richest countries' citizen believes that gender equality issues have been solved, or at least does not think it is particularly problematic.

As more women take leading positions, the more often we hear such questions: how women lead differently from men or women leaders are more effective leaders than man? media often argue that there is a gender differences between leadership styles. women's leadership in modern society, really are more effective. Gender with leadership style and effectiveness is associated with a slightly or not at all.

Inequalities in leadership is a Global event, women, compared to men, are disproportionately concentrated in low-level positions in the authority of the leader. There are several reasons why it is necessary to destroy the barriers and the promotion of women to high leader positions. First of all, this is a long-standing promise to make a reality of equal opportunities, creates an environment where everyone will be promoted to the position of leader.

Recently, more and more women leaders appeared in high positions, according of the changes with the implementation in organizations. Women are given more opportunities, family responsibilities are more equally divided among them, women's negotiating power has increased, especially when it comes to balancing work and family concerns. Increasing the number of women-owned business firms and their efficiency is appreciably. In addition, reduced gap between the leader and women's roles. Taking all this into account, presumably, will we see more women in leading positions.

The more woman will be able to take high position the more representative become public institutions, business and government environments. Except this, more diverse group of members associated with productivity. Researches shows on

closely related with gender diversity and financial situation of the organization, it is really, that increasing number of women in leading positions, improves the organization's financial success.

Comprehend leadership essence is important for understanding how gender influences leadership. gender and leadership modern approaches include such issues which is directly related to the success of a leader. For example, the style and efficiency differences between women and men, and a variety of barriers that women meet. Gender is an essential part of effective leadership style. Traditionally male style overgrowing into a democratic and transformational female style.

Despite the fact that gender inequality is clearly visible, there is also evidence that these disparities are gradually decreasing. Women, compared to men, are not less effective, less job Devoted or motivated to promote in the position of leader.

Gender stereotypes that consider women as relationship-oriented and man as efficacious is particularly dangerous for women. Irrelevance between women's gender role and leadership roles is provoke by prejudices, that's why they estimate more negatively than their male colleagues. Leader, as a sensible man's stereotypes, can lead to a significant threat to women and their reactionary resistance. There is evidence that this gap decreasing and the leader's role becomes more androgynic, and women more effective.

The one essential quality of society is a gender equality, which means that women and man have equal rights to make the full realization of their possibility and participate in the political, economic, social and cultural development processes. In a democratic society is recognized that people have different values and goals, different requirements and lifestyle, that is why their interests should be envisaged at all levels, they should enjoy equal rights and opportunities and have the same responsibilities and obligations.

Society's mentality influences to the gender inequality, which consider that reproduction and care for family is main function of woman. Women, which grow in this society naturally influences under the conception and protest feeling is seldom arises.

It is necessary to change the mentality of society and care for family redistributed equally to both genders, as well as it gives them the opportunity for career development.

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PUBLIC AID FOR ENTREPRENEURS IN POLAND

Regional development depends on many factors. One of them is the situation in local economy which depends on the state of local enterprises and their capacity to create and provide work places for the inhabitants of a given community. In the contemporary world the decisive influence on local communities' economic development is exerted by small and medium enterprises functioning there. Their development facilitates establishing jobs for residents and therefore enhances conditions for the development of an overall local economy.

In the European Union and also in Poland small and medium enterprises constitute over 90% of the total number of companies functioning at the market. It is them which became the leading employers and provides of new jobs and as the result play an important role in GDP growth rate, as well as stimulate local and regional development. They also present higher ability for adapting towards changing market conditions and the situation of economic prosperity, as opposed to big enterprises. Therefore, individual European Union countries, as well as the whole European Community, carry out the policy of supporting enterprises, especially the small and medium ones.

In the European Union member countries the most important component of competition policy become legal regulations specifying conditions for both granting and supervising public assistance offered for the benefit of enterprises. The European