SUMMARY

**Subject matter of the dissertation:** Gender relations in the management of modern organizations (by the example of Oscar Ltd.)

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**Customer organisation:** Oscar Ltd.

**Topicality of the research:** Gender studies in developed countries applied to the business environment began relatively recently in the early 90s of the twentieth century. Until then, the figure of the male entrepreneur in practice and in theory was dominant. Therefore, business problems were considered mainly from men's positions. However, the increase in the number of women entrepreneurs and their success in business led the experts to engage in gender studies.

The urgency of addressing this issue is also indicated by the fact of the emergence in the Russian sociology of a new direction - gender management. The emergence of an increasing number of women in decision-making positions is due not only to the adoption in one country or another of laws of benefit to women, but also to the personal example of the effectiveness of women leaders in the entire history of management of organizations.

Gender management as a science, is today in the conditions of a deficit of research information in relation to its various problems. The results of the research would contribute to the optimization of gender relations in the management of modern organizations. Also, the optimization of gender relations will positively affect organizational relations and the effectiveness of organizational activities.

**Objective:** consideration of theoretical aspects of the gender relations in the management of Oscar Ltd. and development of improvement recommendations.

**Tasks:**
- to analyze the essence and content of gender relations in the management of organizations;
  - show the evolution of approaches to managing gender relations in the business environment;
- to characterize the specifics of gender relations management in effective companies of the world;
- to characterize features of gender relations management in Russian organizations;
- investigate the specifics of gender relations in the management of Oscar Ltd.;
- develop a program to improve gender relations in the management system of Oscar Ltd..

Theoretical significance of the research is to extend the concepts of the nature of gender relations in modern organizations and management mechanisms of them.

Practical significance of the research is the development of a recommendation for the management of gender relations in Oscar Ltd.

Results of the research:
- minimization of opportunities for the emergence of gender conflicts in Oscar Ltd.;
- improving the socio-psychological climate in the organization, creating a strong corporate culture;
- optimization of organizational activities for reducing the gender tension in Oscar Ltd.

Recommendations:
- individual work with the head of the organization;
- a comprehensive staff development program;
- optimization of the organizational communication system;
- improvement of personnel management processes in the organization.