

*The handouts explain views of the authors regarding the need to account of the impact of gender stereotypes on overall efficiency of the organization. Traditional and egalitarian types of the organization are considered regarding the dominant stereotypes of the behavior of the men and women, advantages and disadvantages of the each stereotype are underlined.*

*Authors extract such features development of the stimulation systems for staff of Ukrainian companies as the prevalence of material stimulation methods, absence of encouragement adequacy to the labour expenses and development of employees . The special need of introduction new systems of interest in the results of the company, monitor the motivational component of the stimulation systems work, dynamics of the impact of payment systems and incentives on the activity of staff is underlined.*

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