B. Oleksandr

THE CONCEPT OF STRATEGIES TO OVERCOME GENDER BIAS IN GENDER EQUALITY PLAN FOR A TECHNICAL UNIVERSITY

It is noted that taking into account the attention of the European Union to gender equality issues and the practical possibility to become a participant in the implementation of new approaches and mechanisms for gender equality creation in national scientific institution, there is a need to highlight steps considering the sustainable practices to overcome gender biases.

The analysis of scientific papers demonstrates a complete absence of scientific research aimed at the implementation of the plan for gender equality into government-run institutions in Ukraine. Nevertheless, the relevance of the problem mentioned and expectations on the practical implementation of developed conceptual mechanisms for institutional reforms at a Technical University causes high relevance and appropriateness for conducted and further research and development in this area.

The purpose of this article is to justify the theoretical and methodological support for the concept of strategies in order to overcome gender bias. These strategies are central to gender equality plan for a Technical University and they will contribute to making the necessary institutional changes in terms of gender.

A Technical University is a special institution with its inner attitudes and unique corporate culture. This being said, gender equality as an instrument of influence, is capable of revealing the untapped earlier scientific and other potential, hiding in the ability to enhance women-scientists and in creation of the practical conditions for their development and self-realization, which, in turn, will encourage a diversity of viewpoints and increase creativity and innovation.

The necessity to implement the plan of gender equality at a Technical University to improve the institutional capacity is justified.

It is proposed to use 7 practical strategies to overcome gender bias, being the
most appropriate for implementation and acting as the core of gender equality plan for a Technical University and constituting a single system of equal gender rights:

1. The strategy "Equal access to sport for scientists" that is to solve the problem of sedentary lifestyles of scientists and the urgent necessity to stimulate blood circulation and keep fit by means of “physical relaxation rooms" arrangement.

2. The strategy of "family-friendly science" that is to solve the problem of lack of time spent by women- and men-scientists raising children by arrangement of a "nursery."

3. The strategy of "available foreign language" that is to solve the problem of discrimination because of the low level of English and other languages by establishing high-quality annual free courses for scientists.

4. The strategy "new institutional results through equal gender representation" that is to solve the problem of gender imbalance in the decision-making process and the removal of recruitment, retention and promotion barriers both towards women- and men-scientists, through increased transparency of employment issues and setting quotas of gender representation in the working and advisory bodies of a Technical University.

5. The strategy "science through the prism of gender" that is to solve the problem of strengthening the gender element in scientific research and training programs at the Technical University through gender analysis.

6. The strategy "gender equality in campus life of the Technical University" that is to solve the problem of gender discrimination existence in campus life by the arrangement of students daily life at Technical University, monitoring of budgeting and gender-equal access for male and female students to scientific infrastructure

7. Strategy "From ethical standards to gender comfort" that is to solve the problem of reconsidering the ethical standards of corporate culture at the Technical University towards strengthening the principle of gender equality by reviewing the negative traditions.

Each strategy proposed has its own impact on gender equality level at a
Technical University which together make up a puzzle of a single system of gender equality rights. In this case, the implementation of the proposed strategies to overcome gender bias results in receiving new infrastructure opportunities by the Technical University.