

**THEORETICAL AND METHODOLOGICAL BASIS OF GENDER STUDIES IN ECONOMICS**

The transformation of women's social and economic roles in society and enhancing attention to the problem of asymmetry of economic opportunities of women and men support the intensification of gender studies in general and their formation in the economics in particular. Despite the fundamental differences in theoretical and methodological approaches to the «gender» term interpretation, they use a common idea of its perception as a basic human characteristic, which defines the parameters of development in the socio-economic environment. The main features of gender as an object of study are its dynamism and variability.

In economic terms the term “gender” means: development approach; analytical tools; strategies of economic development, which is sensitive to the needs of different social gender; approach to the perception of men and women as equal participants of the social and economic processes etc. Gradual “genderization” of economy causes the necessity of forming the theoretical basis of economic school of gender studies and appropriate methodology of economic events and processes cognition.

Gender economics focuses on stakeholders of economic processes and evaluation of economic development due to the volume of capital, goods and services, which are available for people of different social gender. The idea of gender equality in the functioning of economic systems is based on three approaches: gender-sensitive, gender-neutral and gender-stereotyped. The main prerequisite for the existence of gender inequality in the economy is men's domination in possession of material and non-material resources. A synergistic complementarity of masculinism and feminism scientific ideologies in order to create a model of ideal gender economy is the philosophical principle of overcoming the problem of gender inequality.