

MECHANISMS FOR ENSURING GENDER EQUALITY IN THE FAMILY AND WORK–LIFE BALANCE IN THE CONTEXT OF DIGITAL TRANSFORMATION

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Abstract: This article scientifically analyzes the issues of ensuring gender equality within the family and supporting work–family balance in the context of digital transformation. In modern society, the development of digital technologies and artificial intelligence has a significant impact on family relations, the labor market, and changing social roles. The article highlights the role of gender equality in family stability and social development, as well as the main mechanisms for maintaining a balance between family and work. Particular attention is paid to factors such as remote work, flexible working schedules, digital platforms, and state policies. In addition, the study examines the challenges of reducing gender stereotypes, ensuring an equal distribution of family responsibilities, and promoting digital equality. The findings indicate that digital transformation creates new opportunities for strengthening gender equality within the family and improving work–family balance.

Keywords: Digital transformation, gender equality, work–family balance, family relations, artificial intelligence, remote work, flexible working schedules, social policy, digital technologies, family stability, demographic development, gender stereotypes.

МЕХАНИЗМЫ ОБЕСПЕЧЕНИЯ ГЕНДЕРНОГО РАВЕНСТВА В СЕМЬЕ И БАЛАНСА МЕЖДУ РАБОТОЙ И ЛИЧНОЙ ЖИЗНЬЮ В КОНТЕКСТЕ ЦИФРОВОЙ ТРАНСФОРМАЦИИ

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Аннотация: В данной статье научно анализируются вопросы обеспечения гендерного равенства в семье и поддержания баланса между

работой и семьей в контексте цифровой трансформации. В современном обществе развитие цифровых технологий и искусственного интеллекта оказывает значительное влияние на семейные отношения, рынок труда и изменение социальных ролей. В статье освещается роль гендерного равенства в стабильности семьи и социальном развитии, а также основные механизмы поддержания баланса между семьей и работой. Особое внимание уделяется таким факторам, как удаленная работа, гибкий график работы, цифровые платформы и государственная политика. Кроме того, в исследовании рассматриваются проблемы снижения гендерных стереотипов, обеспечения равного распределения семейных обязанностей и содействия цифровому равенству. Результаты показывают, что цифровая трансформация создает новые возможности для укрепления гендерного равенства в семье и улучшения баланса между работой и семьей.

Ключевые слова: цифровая трансформация, гендерное равенство, баланс между работой и семьей, семейные отношения, искусственный интеллект, удаленная работа, гибкий график работы, социальная политика, цифровые технологии, стабильность семьи, демографическое развитие, гендерные стереотипы.

The term gender originates from the Latin word “genus,” meaning “kind” or “sex,” and refers to the existence of equal conditions and opportunities for representatives of both sexes to demonstrate their personal qualities in society. While biological sex distinguishes people as female and male, gender focuses on the social status and roles assigned to women and men within society. Creating equal conditions and opportunities for women and men to find and define their place in society is a fundamental basis for ensuring gender equality. Therefore, over the years, Uzbekistan has pursued policies at both the legislative and executive levels aimed at achieving full equality between women and men. Particular attention has been given to improving the legal and economic status of women, enhancing their living and working conditions, protecting reproductive health, and transforming the traditional roles of both women and men in society and the family. First and foremost, gender equality means providing equal rights and opportunities for both men and women in society. This concept implies that a person’s gender should not hinder their access to education, employment, career choice, or active participation in social life. Regardless of gender, every individual should be equally valued and have access to the same opportunities. The term gender originates from the Latin word “genus,” meaning “kind” or “sex,” and refers to the existence of equal conditions and opportunities for representatives of

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The content of school subjects and educational activities also serves, to a certain extent, to promote the principles of gender equality. In particular, subjects such as Upbringing (Tarbiya), History of Uzbekistan, and Literature taught in schools throughout the country introduce students to the lives and achievements of prominent women who left an indelible mark on the nation's history and literature. These include figures such as Tomyris, Zarina, Turkon Khatun, Saroymulik Khanum, Nodirabegim, Uvaysiy, Anbar Otin, Saida Zunnunova, and Zulfiya Isroilova. Through learning about these women, students gradually develop an

understanding that women have actively participated in social life and governance throughout history. The system of social cooperation between the family, community (mahalla), and educational institutions is of great importance in establishing the principle of gender equality in society and fostering a healthy gender perspective among young people. These three social institutions form the foundation of an individual's personal development. From birth until adulthood, a child spends most of their time either within the family, the community, or educational institutions. In shaping a proper attitude toward gender, these three components of the integrated system complement and reinforce one another. Ensuring gender equality within the family, community, and educational system is one of the fundamental principles required for raising the younger generation in accordance with the values of gender equality. The family is a sacred stronghold and the basic unit of society. It is a person's most reliable support, the core of their spirituality and morality, and the primary source of their ethical and personal development. Family members are connected to one another through moral and spiritual responsibility. Living in a family is considered a source of happiness and well-being. For this reason, concepts related to the sacred nature of the family are widespread in Uzbek society. From birth, a person learns and understands all the necessities of life within the family, including how to walk, speak, read, write, and even how to respond when faced with the laws of nature. The family is the foundation of society; the stronger the family, the stronger society becomes. It is the family and family life that provide us with complete happiness and fulfillment, although at times they may also be the source of difficulties and disappointments. The family preserves and passes on from generation to generation the fundamental values and concepts of social life, traditions and customs, rituals, and the collective social experience of raising younger generations. A healthy family environment is a guarantee for the development of high moral and ethical qualities among young people.

Moreover, peace, mutual respect, love, and understanding within the family contribute significantly to the successful implementation of the goals and principles of the New Uzbekistan. As a stronghold of upbringing and education, the family has an immeasurable influence on the destiny of a growing child. A child's ability to find their place in society and prepare for independent life largely depends on the family environment. Family conflicts and divorces may lead to the emergence of a generation that lacks a clear understanding of a complete family, has difficulty forming independent opinions, and may even fear establishing their own families in the future. In the context of a modernizing Uzbekistan, ensuring the stability of the family institution and revitalizing family values signify the

economic, cultural, and social development of every family. Therefore, issues related to family development and family challenges have become an important focus of state policy. From a social perspective, the family is considered one of humanity's greatest achievements. In recent years, systematic efforts have been undertaken in our country to strengthen the family institution. As President Shavkat Mirziyoyev stated: "A new system has been created to comprehensively study family issues, analyze, monitor, and assess the existing situation, and improve family well-being through scientific research." This statement once again highlights the significance of the family institution. To strengthen the women's movement in Uzbekistan, define the role of Uzbek women in society, and demonstrate the high intellectual and professional potential of Uzbek women to the world, the government has adopted a number of important legal and policy documents. A family environment based on equality is also an important preventive factor in reducing crime. Respect and trust within the family help cultivate social responsibility in individuals. In conclusion, gender equality and family values play a crucial role in creating a healthy social environment. The family serves as the primary setting for a person's moral, social, and psychological development, and the relationships within it directly influence the formation of behavior. When equality, mutual respect, and trust between men and women are ensured within the family, individuals grow up with a strong sense of social responsibility, empathy, and legal awareness. Therefore, ensuring gender equality, mutual respect, and trust within the family contributes not only to the healthy moral and psychological development of individuals but also to the creation of a stable social environment. Family relationships based on equality foster social responsibility, empathy, and legal consciousness, which serve as important preventive factors against criminal behavior. Conversely, inequality, violence, and distrust within the family can negatively affect socialization and lead to various social problems and behavioral deviations.

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