

result of scientific-research work and academic teaching practice, in the process of constructing and implementing development strategies for several dozens of communes, districts and regions, while conducting many trainings and workshops about territorial development planning for self-government authorities, as well as in the process of performing the function of a self-government legislative body member, altogether provide a multitude of arguments confirming that a real life practice is different. Why local authorities are not interested in local development strategic management? The Author focuses his attention on this particular problem in Polish local self-government environment. The hereby text aims at the presentation of initial identification results. It was performed by means a research method application consisting in the processing of collected data (e.g. about properties of communes authorities, management processes applied in these communes) by means of cause-result analysis and logical reduction methods. The representative sample included 100 communes and data referring to them were collected in the period of 1995-2012. The identified reasons are as follows.

- lack of proper knowledge. Many representatives of local authorities do not represent the adequate knowledge about strategic management of local development, which refers not only to management processes, but also to potential advantages that could result from them, both for economy, local community, communal environment, and for themselves.
- absence of trust for all long-term plans. The aversion of local authorities to making plans in long time perspective frequently stems from their bad experiences associated with long-term planning which they were a part of in the previous social and economic system.
- aversion towards the risk of management processes negative evaluation in the future. Accepting and making development strategy available for the public, especially at the beginning of the new self-government term of office, is observed as equal to specifying distinctive criteria which may be commonly applied to later, multidimensional local authorities verification.
- aversion towards risking negative evaluation of management processes, but in this case it is these processes which occurred in the past, or take place currently. The process of local development strategy construction requires social consultancy to be carried out. In many cases it means an automatic involvement of opposition groups, as well as local scene actors representing only themselves, who are at the same time dissatisfied with the currently functioning authorities.
- low inclination to delegate decision competencies in cases of strategic importance. One of the key properties of the participation type of strategic planning, considered by science as the optimal one, is the involvement of social, economic and political partners in the decision making process regarding directions for future local economy development.
- weak inclination of local authorities to carry out optional tasks and take responsibility for them.
- inclination of local authorities towards conflicts of political nature.
- treating strategy of local development as an instrument in an election campaign.

The significance of presented above barriers is crucial. If local authorities are not motivated to take advantage of local development strategic management in executing their powers, then mixed negative consequences will occur. Therefore it is important to undertake research focused on the presented problems and their sources, and also the effects of their occurrence. Information obtained in this way will allow for searching such methods which could eliminate them effectively and this is extremely important for taking full advantage of the majority of opportunities brought about by the idea of local development, democracy, decentralization and territorial self-government.

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LEADERSHIP AND GENDER EQUALITY

Leadership –this is possess the knowledge and the right over a group of people to achieve goals. Leader, first of all is a person with social role and their appropriate status. Leadership is a social status, which is based on the personal characteristics given by the group members to him who is able to achieve a certain goal and influence other members of the group. If someone asks me for a description of

the general characteristics of the leader I will enumerate the features / signs, such as: brain, enthusiasm, strength, resolve, honesty, trust their own Force, etc. But the phenomenon is not only a leader personality, but it is individual product status (leader TV, leader Enterprise ...)

During the discussion of leadership it is important to emphasize of gender-specific and leader phenomenon. If something has changed in the last fifty years, this is primarily condition of women. It can be said that the transformation is one of the greatest reform in the history of mankind. Just now, most of the richest countries' citizen believes that gender equality issues have been solved, or at least does not think it is particularly problematic.

As more women take leading positions, the more often we hear such questions: how women lead differently from men or women leaders are more effective leaders than man? media often argue that there is a gender differences between leadership styles. women's leadership in modern society, really are more effective. Gender with leadership style and effectiveness is associated with a slightly or not at all.

Inequalities in leadership is a Global event, women, compared to men, are disproportionately concentrated in low-level positions in the authority of the leader. There are several reasons why it is necessary to destroy the barriers and the promotion of women to high leader positions. First of all, this is a long-standing promise to make a reality of equal opportunities, creates an environment where everyone will be promoted to the position of leader.

Recently, more and more women leaders appeared in high positions, according of the changes with the implementation in organizations. Women are given more opportunities, family responsibilities are more equally divided among them, women's negotiating power has increased, especially when it comes to balancing work and family concerns. Increasing the number of women-owned business firms and their efficiency is appreciably. In addition, reduced gap between the leader and women's roles. Taking all this into account, presumably, will we see more women in leading positions.

The more woman will be able to take high position the more representative become public institutions, business and government environments. Except this, more diverse group of members associated with productivity. Researches shows on closely related with gender diversity and financial situation of the organization, it is really, that increasing number of women in leading positions, improves the organization's financial success.

Comprehend leadership essence is important for understanding how gender influences leadership. gender and leadership modern approaches include such issues which is directly related to the success of a leader. For example, the style and efficiency differences between women and men, and a variety of barriers that women meet. Gender is an essential part of effective leadership style. Traditionally male style overgrowing into a democratic and transformational female style.

Despite the fact that gender inequality is clearly visible, there is also evidence that these disparities are gradually decreasing. Women, compared to men, are not less effective, less job Devoted or motivated to promote in the position of leader.

Gender stereotypes that consider women as relationship-oriented and man as efficacious is particularly dangerous for women. Irrelevance between women's gender role and leadership roles is provoke by prejudices, that's why they estimate more negatively than their male colleagues. Leader, as a sensible man's stereotypes, can lead to a significant threat to women and their reactionary resistance. There is evidence that this gap decreasing and the leader's role becomes more androgenic, and women more effective.

The one essential quality of society is a gender equality, which means that women and man have equal rights to make the full realization of their possibility and participate in the political, economic, social and cultural development processes. In a democratic society is recognized that people have different values and goals, different requirements and lifestyle, that is why their interests should be envisaged at all levels, they should enjoy equal rights and opportunities and have the same responsibilities and obligations.

Society's mentality influences to the gender inequality, which consider that reproduction and care for family is main function of woman. Women, which grow in this society naturally influences under the conception and protest feeling is seldom arises.

It is necessary to change the mentality of society and care for family redistributed equally to both genders, as well as it gives them the opportunity for career development.

References

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PRODUKT LOKALNY W KRÓTKIM ŁAŃCUCHU DOSTAW

Wydaje się, iż obecnie jednym z najistotniejszych elementów pozycji rynkowej podmiotów gospodarczych jest siła przetargowa. Autor w niniejszej pracy odbiega od aspektów przewagi na rynku i przedstawia współfunkcjonowanie lokalnych podmiotów gospodarczych oraz społecznych, głównie z sektora rolno-spożywczego, na zasadach współdziałania w tzw. łańcuchu dostaw.

Za poziom lokalny autor przyjmuje zgodnie z nomenklaturą administracyjną terytorium gmin i powiatów, natomiast poziom wojewódzki jest traktowany w niniejszym artykule jako region.⁵

Najogólniej precyzując pojęcie łańcucha dostaw można przyjąć, iż łańcuch dostaw obejmuje wszystkie czynności, począwszy od pozyskania podstawowych surowców (takich, których źródłem jest ziemia, woda lub powietrze), a skończywszy na sprzedaży końcowemu nabywcy produktu finalnego i utylizacji tego, co z niego zostaje po zużyciu.⁶ Odchodząc od aspektów przewagi rynkowej, obecnie obserwuje się znaczny wpływ uwarunkowań kulturowych i społecznych na poziomie lokalnym, na wytwarzanie i sprzedaż tzw. produktów lokalnych, które modelują - skracają dotychczasowy kształt łańcucha dostaw sensu stricto, nadając mu określenie tzw. krótkiego łańcucha dostaw⁷.

Szeroka dyskusja na temat krótkich łańcuchów dostaw zapoczątkowana została konferencją na szczeblu Komisji Europejskiej pn.: "Lokalne rolnictwo i krótki łańcuch dostaw żywności", która odbyła się dnia 20 kwietnia 2012 r. w Brukseli. Celem nadrzędnym dyskusji było zwiększenie potencjału gospodarczego lokalnego rolnictwa w Europie, ułatwienie dostępu do rynków zbytu, wzmocnienie kontaktów między rolnikami i konsumentami, a także poprawa wdrażania odpowiednich przepisów higieny mających zastosowanie w krótkim łańcuchu dostaw żywności.⁸

Obiekty dziedzictwa kulturowego od wieków stanowią dla człowieka przedmiot zainteresowania i ciekawości. Właściwie zagospodarowane i wykorzystane stanowią istotny element rozwoju danej przestrzeni terytorialnej. W tym aspekcie nie należałoby więc ich traktować jako zasoby – często bardzo niedoceniane, ale jako podwalinę rozwoju lokalnej gospodarki, poprzez m.in. rozwój szeroko rozumianej turystyki i w tym aktywności społeczno-gospodarczej osób i podmiotów w ten proces zaangażowanych.

Powyższe podejście i związane z nim sprzężenia zwrotne są podstawą do pojawiania się korzyści ekonomicznych – nie tylko finansowych, ale zawierających także korzyści społeczne. Ponadto mogą także wystąpić tzw. efekty mnożnikowe – napędzanie koniunktury na poziomie lokalnym.

W powyższych aspektach produkty lokalne, cechujące się pewną tradycją, bądź wynikające z działań, wykonywanych czynności manualnych, czy na podstawie wiedzy przodków wpisują się w charakter dziedzictwa kulturowego na danym terytorium. Natomiast fakt certyfikacji, czy prawne uznanie produktu, wraz z wpisem na listę produktów prawnie chronionych ma jedynie charakter deklaracyjny – formalny i normujący, np. sposób wytwarzania, czy ograniczanie nazewnictwa do założonych warunków brzegowych, tj. teren geograficzny, sposób wytwarzania, itp.

⁵ Ustawa z dnia 5 czerwca 1998 r. o samorządzie województwa, Dz. U. z 2001 r., Nr 142, poz. 1590 z późn. zm.

⁶ Harrison A., Van Hoek R., Zarządzanie logistyką, Polskie Wydawnictwo Ekonomiczne, Warszawa 2009, s.24.

⁷ Podczas badań literaturowych nie odnaleziono naukowej definicji pojęcia krótki łańcuch dostaw. W literaturze z zakresu logistyki, pojęciem zbliżonym może być krótki kanał dystrybucji i/lub łańcuch dostaw z krótką dystrybucją.

⁸ Strona internetowa Komisji Europejskiej, http://ec.europa.eu/agriculture/events/small-farmers-conference-2012_en.htm, dostępna na dzień 05-09-2012.