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**SPECIFIC OF MALE AND FEMALE CAREER FORMATION:  
MOTIVES, OBSTACLES, PERSPECTIVES OF CAREER PROMOTION**

The article describes the features of the women's and men's career construction, taking into accounts the motives and future career prospects. In the content of most existing gender issues works, particularly on questions of professional activities and careers, have been presented in the intellectual work of mainly scientists and professors of Universities, while the gender specificity of many popular professions rarely attracts the attention of researchers.

It was found that in the process of selecting professional direction women and men are affected by different social, psychological and personal factors. Behaviours pattern, selection of priority occupation for men and women caused by global problems of labour division between both sexes. Even considering the whole, that the profession is equally important, the youth make largely stereotypical choices. In addition, the key issue is social positioning, in which profession's prestige that is associated with career prospects, is determined by gender factor.

The analysis of gender differences and peculiarities of career men and women has been conducted. The main difference between the female management styles from men is that women leaders are more eager to combine managerial strategy. In comparison with men, women are more often show such mixed strategies as: chief-coordinator, leader-coordinator, host-leader.

Men usually become supporters of a single management model and don't combine it with another type of technology, following one behavioural strategy. Women have greater flexibility in the process of building its own administrative image, using a sample of managerial behaviour, which is most effective in a given period of time.

The main men's and women's fears in the own career construction have been presented. Thus, the main women's career stoppers are the following:

women believe that a successful career can lead to loss of femininity, including the loss of relations with the outside world;

women experiencing guilt in front of their family and on a subconscious level waive professional career and does not seek to achieve greater success than men. According to points of view of many successful women it's impossible to combine family and career.

Men fears that affect career construction are following:

the main male fear is that their activity does not correlate with their gender roles;

building a successful career men can prevent fear to spoil relations with employees and colleagues which can course their envy.

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