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INTERNET EMPLOYMENT AS AN INSTRUMENT FOR MOTHERS' WORK-LIFE BALANCE MAINTAINING: MYTH OR REALITY

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Abstract. This work is about the modern trend in the labor market in Russia - "Internet employment". The novelty is the consideration of this topic from the point of view of the influence of remote work on the work-life balance of mothers. To achieve this goal, the article analyzes the scientific literature on the description of the balance of personal and working time. Based on the collected data, the authors developed their own approach to the description of the methodological assessment of the balance of two areas. It is assumed that an equal degree of women's satisfaction with their personal life, motherhood, relations with their spouse / partner and work indicates the achievement of a balance of personal and working time. To test the hypothesis, an expert survey was conducted among women mothers working in the Internet business. Experts were selectively selected through personal contacts, specialized groups on the Internet, as well as participants in professional conferences on the topic under consideration. Farrow launched at the end of September 2019, at the moment, 32 people have taken part in it. An analysis of the data revealed that there is an imbalance in the personal and working hours of women mothers working remotely. As a rule, women sacrifice their personal free time in favor of work and family. It should be noted that there is a positive effect of remote work on raising a child, because a woman has the opportunity to plan her day for work and parental function. The authors believe that remote work provides more opportunities for mothers to satisfy their personal lives and work compared to traditional

employment formats. Based on the results of the work done, the need for equal satisfaction of the four blocks under consideration for the balance of personal and working time is called into question, since their mutual compensation is possible. Further study of the problem is required.

Keywords: Internet employment; telework; freelance; work-life balance; Russia.

JEL codes: J 22; J 49; J 13.

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