

Contemporary changes taking place in society are revolutionizing the nature of professional organizations. These organizations are undergoing numerous transformations through, among others, new information and communication technologies, as well as through universal access to knowledge. Now, we can observe a general tendency to move away from an economy based on industry towards a knowledge-based economy. Although modern society generates opportunities for egalitarianization and equal distribution of valued goods, it also promotes the emergence of a new type of inequality.

Numerous scientific studies show that professional organizations within the knowledge-based economy model are not gender-neutral.

Gender is still one of the categories that differentiates the experience of women and men in the workplace. Various analysis show that the knowledge-based economy is a context in which women are subject to digital exclusion, while classic inequality patterns do not lose relevance. At the same time, the technologization of work organization devalues the importance of physical work associated with traditional masculinity patterns, and exposes the value of knowledge (to which women also have access). These paradoxes challenge the current social order and allow the creation of inclusive jobs.

Technology startups are an example of a new type of organization in which new patterns of social relations can be propagated.

The aim of the planned research is to **explore gender patterns** produced and reproduced within **technology startups**, understood as innovative professional organizations. The research will consist of conducting participatory observations and individual interviews with people involved in activities of technology startups.

The results of the research will allow me to answer the question whether technology startups, with their institutional environment, constitute a space in which practices are lead to the propagate of new gender patterns, much more inclusive and equal. The elaboration of results describing strategies for effectively dealing with difficulties, gives the opportunity to propagate this solutions to eliminate inequalities in the workplace and commercialize knowledge. In addition, project results can be used to design numerous public strategies and policies aimed at sustainable development, eliminating social inequalities and combating discrimination in the workplace.