

**EQUAL PAY FOR WOMEN AND MEN: NORMATIVE, STRATEGIC AND
DIGITAL CHALLENGES FOR THE PUBLIC SECTOR**

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Abstract

This article examines the main regulatory, strategic and digital challenges facing the public sector in relation to the transposition of Directive (EU) 2023/970 on strengthening the application of the principle of equal pay for women and men for equal work or work of equal value through pay transparency and enforcement mechanisms. The article analyzes the main objectives of the European regulation and identifies the risks that may arise in its practical implementation in the public sector. By analyzing the processes of regulating the mechanisms of the directive in national legislation, which should ensure the application of objective and gender-neutral criteria for the formation of employees' remuneration.

Keywords: equal pay; transparency; discrimination; human resource management

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