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## Gender Issues in Management: An Exploratory Study (Indian Scenario)

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### **Abstract:**

*The main purpose of the article is to study the student's perception relating to various issues in management. 200 respondents are selected for the purpose. The data is collected through questionnaire as well as personal interview method. The data is analyzed qualitatively. The article also suggests managerial implications and scope for future research.*

**Keywords:** Gender issues, management education, stereotype threat, perception, stereotype threat

### **1. Introduction**

India, a country where Management education started quite late, when we compare it to other advanced countries of the world, was not away from the fact "Think manager think male". Management education in India like other western countries seemed to be a cup of tea only for male graduates only. The gender biases which existed in India also seemed to be present in the field of management education also, Not only this biases is limited only up to the educational field but is equally present in the corporate segment, where women's performance is undermined by the presence of stereotype threat.

This paper presents an overview of the students perception related to the curriculum of b-school by taking opinion from the students.

### **2. Literature Review**

Very few pieces of literature exist in this field. However, little that exists concentrate more on various areas of management.

Marshall (1995) reviews articles on management and research. The article reviews work relating to gender like diversity, engineering development. The article also discusses major themes in development.

Catherine (2000) reports on the gendered culture of the management and various issues which are raised as the result of gendered culture of the organization. The article reports on the gendered issues related to post-graduate business students and their effects on learning experiences.

Linda and Kimberly (1995) explore gender behaviour in the classroom and how it relates to management development training and opportunities.

### **3. Research Gap**

There is lack of research in this field in the Indian scenario.

### **4. Objective of Study**

The main objective of this paper was simply to get an overview of management student perception relating to gender issues in management.

### **5. Data Collection**

Data is collected from leading B-school of Mumbai. Approx 200 respondents from various B-schools are selected for the purpose. The respondents included 50% male and 50% female. Data is collected through structured questionnaire as well as through personal interview method. The findings were then analyzed in order to get meaningful results.

### **6. Discussion and Analysis**

- **Management education seems to be meant only for males? Comment**

About 80% of the respondents believe that the now there is no difference between male and female education. However, 20 % of the respondents believe that that the management education seems to be reserved only for males. Others hold the reserve opinion that since women are better managers than men, therefore, management education seems to be reserved for them.

Around 60% of the respondents are of the opinion that gender related topics in management are only a fashion fad serving little or no purpose. It all depends how you present yourself in the market. Remaining 40% are of the opinion that curriculum designed especially for women are good enough because many research has proved that women are better managers than men.

- **The curriculum seems to meet the needs of only male students .Comment**

About 85% of the students are of the opinion that management curriculum consists of certain aspects which emphasizes only on males .In recent years the curriculum has been revised to include certain special courses for females also. Therefore, the notion that curriculum meets the need of only male students is only partially correct.

- **It is a discriminating fad in favor of women. Comment**

About 50% of the respondents believe that management education is meant only for males. However, due to increasing encouragement given to females the remaining 50% of the respondents believe that there are certain courses which are especially designed for women hence; management curriculum is a discriminating fad for women.

- **The topic on gender is just a fashion fad. They do not serve much purpose. Comment**

- **List any gender related issues which you have faced in management curriculum. Comment**

Around 55% of the respondents believe that gender related issues appear basically at the time of the selection process or recruitment process of the candidates. The remaining respondents believe that respondents believe that there are no specific gender related issues which are faced in management.

### 7. Managerial Implications

Such an exploratory study is of great use to the researchers as well as management educators in improving the management curriculum, making management education better in India.

### 8. Limitations and Scope for Future Research

The main limitation of the study is limited sample size and the study is concentrated only in particular area. Better research can be done by tapping a wider sample and more variables included for study.

### 9. Conclusion

Therefore, we see that gender biases exist in management curriculum, and the need arises to streamline the management curriculum to suit the needs of both the genders.

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