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Influence of Gender Roles on Gender Mainstreaming Process in Recruitment Practice in Nairobi County, Kenya

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Abstract:
In the last two decades, there have been numerous efforts by international organizations and national governments around the world to ensure gender mainstreaming in the public sector as well as in the private sector. In Kenya, the law requires at least 30 percent representation of any gender in public institutions. The purpose of this policy was to enhance better recruitment and fairness to women across government ministries and other public institutions. However, despite the formulation of policies to increase women representation in public institutions, gender mainstreaming and the representation of women in public institutions, still remain low. This study therefore sought to examine the influence of gender roles on women in gender mainstreaming process in recruitment in Nairobi County, Kenya. Moreover, this research adopted descriptive survey design. Additionally, target population was the heads of 16 women advocacy organizations in Nairobi County and 143 staffs in 10 departments in the County government of Nairobi. Stratified random sampling was used to select 112 respondents from target population. Moreover, the research employed primary data which was gathered using both semi-structured questionnaires as well as interview guides. Semi structured questionnaire generated quantitative as well as qualitative data, which was then analyzed by the use of diverse methods. In addition, the key informant interview generated qualitative data. The study used content analysis to analyze qualitative data and the results were presented in narrative form. Both descriptive statistics and also inferential statistics were used to analyze quantitative data. Descriptive statistics was categorized into mean, percentages, standard deviation and frequencies. Inferential statistics comprised of correlation as well as regression analysis. Study results were given in figures and also tables. The researcher found that gender roles have a positive and significant influence on gender mainstreaming process in recruitment in Nairobi County, Kenya. Therefore, the study recommends that the heads of women organizations should enlighten women and show them their capabilities in relation to professional work. In addition, management in women organizations in Nairobi County should focus on encouraging women to fight for top positions in their organization since they are capable of influencing decisions and sustaining challenges.

Keywords: Gender mainstreaming, gender roles, recruitment, family responsibilities

1. Introduction

There has been a heated debate in the last decades over gender issues within the patriarchal society (Lee-Gosselin, Briere& Ann, 2013). According to Ndiso (2012), gender mainstreaming is perceived as an exact antithesis to curb gender marginalization in both women and men. Therefore, have been numerous global efforts by international organizations to enhance gender mainstreaming. In the year 1985, World Conference toappraiseand review the United Nations (UN) achievements decade for women: development, equality and peace, was conducted in Nairobi. This conference was considered the birth of global feminism and the first step towards achieving gender quality goals. However, despite these efforts, gender mainstreaming in developed as well as developing countries is still low. In Africa, various research studies carried out globally have highlighted different determinants of gender mainstreaming. In Ghana, Ngulube (2018) indicate that women are under estimated when making decisions on important matters. Therefore, the key argument is that the more advanced inequality in gender emanates from gender roles which come by as a result of culture structures dominated by male.

Even though there has been some progress in gender mainstreaming process in Kenya, the aspect of gender equality remains the center of a debate. The number of women given opportunity in the job recruitment process is still low. Kirima (2019) indicates that socio-cultural factors affect gender mainstreaming within the ministry of education in Embu and also Tharaka-Nithi County. Cultural practices affect schooling temporarily and permanently whereby early marriages prevent women from further schooling. In Siaya County, Oriedi (2016) found that the patriarchal culture discouraged many qualified women in applying for leadership positions in secondary schools as they viewed leadership as a preserve for men. In addition, domestic responsibilities negatively influenced gender parity as it mainly affected more women than men and marriage was a great hindrance to women teachers taking up leadership roles. This study therefore focused on the influence of gender roles on women on gender mainstreaming process in recruitment at Nairobi County.

1.1. Statement of the Problem

Even with international andnational government efforts to ensure gender mainstreaming process, the gender mainstreaming still remains poor. The documented and adopted policies are rarely practiced in the national government ministries, parastatals and the newly devolved governance to counties (Kirima, 2019). Women equal recruitment and representation in various departments is sidelined where their male counterparts still dominate.

Therefore, there have been impediments towards the uptake of gender and appreciating the gender mainstreaming process. This is experienced across the governance structures in Kenya up to the national level and down to county governments. For instance, gender-based violence is still common with almost half (45 percent) of women aged 15-49 have been experiencing either physical or sexual violence at some point in their life (Kibiti, 2015). Changes in societal attitudes and traditional practices around gender roles, norms and female empowerment at the community and household levels have been low, especially due to systemic gender obstructions fueled by deeply held and persistent stereotypes. It is therefore important to understand how gender roles determine gender mainstreaming process in recruitment.

Several studies have been conducted on gender mainstreaming in Kenya. For instance, Kirima (2019) examined socio-cultural factors influencing gender mainstreaming within the ministry of education in Embu as well as Tharaka-Nithi County; Ndiso (2012) conducted a study on sociocultural factors influencing women's participation in management of public primary schools in Machakos District, Kenya; and Kibiti (2015) examined the influence of socio-cultural factors on gender related violence against women in OngataRongai Location Kajiado County, Kenya. However, these researches were focused on specific counties and therefore the results cannot be used in other counties due to differences in gender roles in different communities. This study therefore seeks to examine the influence of gender roles on women on gender mainstreaming process in recruitment at Nairobi County.

2. Literature Review

2.1. Gender Mainstreaming Process in Recruitment

There is need for clarity on the issue of gender since it is an all-round social-cultural factor. It is a factor of concern since gender can further be applied in very many aspects including ethnic group, race, age as well as class. Gender systems are applied in various social cultural aspects which dictates the expected, the valued and the tolerated in men and women, girls and boys in these specific aspects (Scholten & Witmer, 2017). In the process of socializing, people learn the gender roles; however, these roles are flexible and not fixed. The gender systems are implemented through the legislations, the education systems, the political systems, cultural and traditional systems as well as economical systems. Gender aspect does not specifically deal with women or men rather it focuses on determining the gender roles, resource accessibility as well as resource control together with the ability to make decisions (Goldberg, 2012).

Gender mainstreaming is not concerned with coming up with separate projects for women in the work program, further it does not even concerned with creating women related components within the activities in the existing work program. It calls for concern to gender perspectives as a key part of the general activities in all the established programs. This entails coming up with the gender perspectives, the general work for men and also women as well as the procedure of making decision in relation to policy development, advocacy, implementation of norms, monitoring of norms and standards, research together with project monitoring.

In recruitment, gender mainstreaming is concerned with the gender wordings in job advertisements, the biasness of gender in invitations for interviews, biasness of gender in evaluation of credentials as well as the biasness of gender in the criteria for selection of applications (Lee-Gosselin, Briere& Ann, 2013). Globally advertising positions for specific gender or discriminating a certain gender has been unlawful. Nevertheless, men or women can be filtered from a certain occupation or industry through the use of a certain language. When it comes to advertisements for occupations which are mostly dominated by male gender, they contain words which are masculine-stereotyped. These include 'competitive' as well as 'dominant' unlike the advertisement for occupations which are dominated by female. In case women meet with these types of advertisements there is a high probability that they will rate these advertisements as unappealing and have a belief that women are less represented in the advertisement. Nevertheless, advertisements containing a gender coded language not only prevent female applicants from applying the job but also creates a belief that no is fit for the job.

Goldberg (2012) argues than when ladies apply for certain advertisement, few of them are invited for interviews as compared to men. This most affects the older women, the pregnant women and the women originating from a certain ethnic group. In Australia and UK, men find challenges when applying for entry level jobs. The same thing also applies in female dominated jobs.Adusei-Asante, Hancock and Oliveira (2015) gave out matched pairs of applications, whereby the only variation was the identifying information of the candidates, to thousands of real job advertisements; he then tracked the rate of interview invitation. Since this method had an effective control for other factors which included the education history, which is widely regarded as the key determinant of the discrimination on gender, based employment which happens in the first stage of recruitment. In case of equality of all other factors, then invitations are mostly sent to men as compared to identically-qualified women, hence indicating that gender should be a factor in choosing the qualification of applicants.

In regard to gender bias in evaluation of credentials, Andersson and Lindberg (2018) indicate that during the first stage of recruitment, the female applicants undergo tougher times in relation to evaluation of their credentials. Despite the fact that the applicants were identical, the evaluators both female and male gave more rating on the male applicants as being more competent. On the side of the male applicants the evaluators recommended higher salaries as well as mentoring opportunities for the applicants. However, the female applicants are thoroughly scrutinized and higher

standards are expected from them as compared to their fellow male applicants. The gender of the applicants is associated with the degree of job success (this applies in both the compressive account as well as the accessible account of gender variation in job evaluation).

Kelly (2019) argues that a selection criterion is used by the evaluators in selecting the candidate to hire or promote. Nevertheless, findings from many researchers have shown that without giving consideration to the selection criteria, evaluators might end up giving priority to the candidates with a certain stereotyped profile. Furthermore, Fogelberg (2014) revealed that failure to retrieve the gender of the respondents gave the education factor as the key indicator of the job success as compared to the employees' prior-experience at work. This made the more educated candidates to be more preferred for the job positions. Nevertheless, when the gender of the respondents was revealed then if the most educated applicant was a lady but she had little experience, then the evaluators gave more consideration to the people with more working experience which was in favor of men applicants.

2.2. Gender Roles in Recruitment Practices

Gender role beliefs are the perceptions towards gender related tasks as well as power distribution. The source of these gender beliefs originates from the social role perspective, the predominant perspective as well as other beliefs that categorize certain roles for men and other roles for women (Hergatt, Olson & King, 2014).In relation to the traditional family lifestyle the women were entrusted with the role of home activities, taking care of the children and ensuring good relationships. On the other hand, men were entrusted with the role of supporting the family financially despite the fact that gender-based beliefs is categorized into different perspectives. Bakas (2017) revealed that, in some nations men report more traditional and less egalitarian gender role beliefs as compared to women. In many western and no-western countries, the key mechanism through which gender equality is facilitated is education. In Egypt, it is also revealed that education is positively related to attitude favoring gender equality. The key predictors of ladies' belief of gender role equity are the level of education as well as the employment status. In USA the most egalitarian belief is held by the most educated as well as the employed ladies. In relation to men, the key egalitarian predictors are the level of income, the education level, age, marital status as well as employment status. The egalitarian of the older people, the less educated, as well as the married men who have fully committed wives in home chores is less when put into comparison with the egalitarian of the more educated, the unmarried and men with high status who are employed on full time basis.

Raid and Kasearu (2017) revealed that in their research on gender role, nations with higher cultural dimension in relation to power distance the gender roles were more pronounced. Gender inequality dominates in more masculine societies where the social role is very different in relation to gender and the weaker power in the family is held by the mother. It is further found that the belief in relation to sexes is extremely prevalent, whereby there is less segregation in relation to occupation, education and the stronger role in the family is held by the mother. Bakas (2017) indicates that higher levels of subjective well-being should be subjected by the feminine societies as compared to the masculine societies. In more feminine societies, all sexes are given equal opportunities especially the ladies who are given more opportunities to express their abilities in fulfilling the social roles which are more associated with individual well-being and the satisfaction; level of the partners. Hofstede (2001) the findings of this research do not give a clear picture of the specific measures taken by all the countries. Nevertheless, having in mind that Netherlands has a very high rate of femininity which lowers the power distance hence expecting the number of the main streamers to have an average score on femininity which in turn lowers the power distance as compared to any other group which is immigrating, this implies that the Dutch mainstreamers have more beliefs which are egalitarian on the gender role.

Shared family worker is basically concerned with the degree to which house chore actives are divided among the men and women in the family. These responsibilities are related to child care and house chores. However, the beliefs on the egalitarian gender role, domestic task division are the key indicators of the gender (marital) and equalityincreased beliefs on the egalitarian gender-role which are mostly related to sharing of domestic labor despite the fact that there is a weak association (Bakas 2017). In paid labor, the level of gender division is dissolving increasingly whereas there is gendered household division. It is further revealed that women still perform more domestic duties than men which are related to house chore and taking care of children. This occurs even in the North-west Europe countries.

Despite existing legal protections, pregnancy discrimination remains widespread; nearly 31,000 total charges of pregnancy inequality were filed by U.S. Equal employment opportunity commission (Mills & Connell, 2012). According to women's labor force participation, discloses that women continue to face pregnancy discrimination in the workplace, regardless of their race, ethnicity, and state.

Kenya has beena fast-growing economy within Africa, especially when they introduced the devolved government. However, women and girls have potential that is untarnished; their contribution that gets larger by day would play a significant role in the achievement of sustainable development goals in Kenya (Suda, 2012). Furthermore, women and girls are left out in decision making at all levels of leadership; that is, local, national, regional and global that render them unrepresented in all aspects of development. Majority of rural areas in Kenya, women and girls are enslaved with domestic duties such as fetching water and firewood, household chores, cookingetc. This hinders them from attending and participating in school and work respectively. In addition, traditional beliefs have rendered slaves in the free world as they are not allowed to own properties and do certain things such as education, employment position and also less access to land tenure. Such discrimination leads to lack of self-love and inferiority checks in.

2.3. Theoretical Framework

The study was anchored on the Feminist theory. Feminist theory refers to the of feminism extension into philosophical or theoretical discourse. It aims at understanding the nature of gender inequality by assessing women's

social responsibility, experience, interest, employment as well as education. As an individualistic type of feminist theory liberal feminism focuses on women's capability to maintain their equality via their own choices and actions. This theory is based on the view since people (femaleand male) are born equal, they should be given equal opportunities and that women subordination and marginalization arose due to non- implementation and recognitions of this theory (Hurley, 2017).Liberal feminist warns that no one ought to benefit from existing gender variation because bothfemale and male are crucial in the growth of the society. So, they ought to be equally treated and also added that if half of society resources are neglected (women), the society cannot prosper.

Liberal feminists claim that society has false belief that naturally, women are less physically and intellectually capable than men; therefore, it discriminates against women in the marketplace, academy and the forum. Liberal feminists believe that subordination of female is rooted in a group of legal and customary constraints that hinders women's entrance to success in public world. They endeavor for sexual equality via legal and political reform (Bendl& Schmidt, 2012).

The Liberal Feminist Theory assumes that these premises are based on the belief that gender prejudice has been as a result of individual ignorance. The affected person has to take action so as address this prejudice. Therefore, education is viewed as an important variable that can be employed to improve the existing situation (Reiter, 2017). Liberal feminists are as well concerned with freedom and equal rights of individuals. If reforms have to be there such kind of reforms need to be introduced gradually without upsetting the persons' status quo. Liberal Feminists have average aims, their opinions do not challenge present valuesradically and as such their aim is on gradual change ineconomic, political and social system. Gender variations are attributed to various factors including culture and the manner in which women and men are socialized in that particular culture. Other factors are related closely to the individuals' attitudes (Shaw, 2013). These can be altered through education and empowerment. Basically, liberal feminism is for continuing reforms by advocating for equal rights to all, as well as laws and also policies that encourage equality. This theory is attempting to bridge the wide gap between female and male. Its lays more emphasis that womenas their male counterpart ought to be given equal opportunities to take part in daily activities to have sustained equal advancement in third world nations. In women political participation, the theory highlights that factors that hinder women from participation include culture, income and policies put in place (Bendl& Schmidt, 2012).

The feminist theory will be used in this study to explain how gender roles and community perception on women influence the gender mainstreaming process in recruitment. The theory indicates that since all people (female and male) are born equal, equal opportunities should be given to them. However, the society holds the false belief that women are, by nature, less intellectually and physically capable than men, which leads to discrimination in the marketplace and during recruitment processes. As such reforms including education and legal frameworks on gender equity play a major role in enhancing gender mainstreaming.

2.4. Conceptual Framework

Conceptual framework entails coming up with ideas in relation to certain research variables and showing these relationships graphically or diagrammatically. The independent variable in this study wasgender roles in recruitment practices. The dependent variable was gender mainstreaming process in recruitment. Figure 2.1 shows hypothesized relationships between independent and dependent variable.
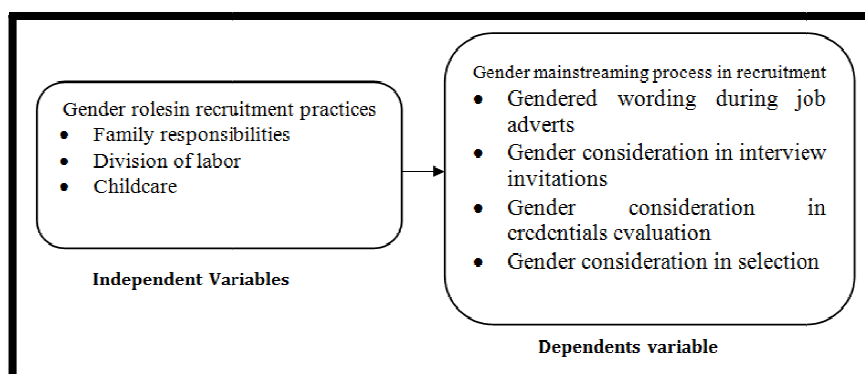

Figure 1: Conceptual Framework

3. Research Methodology

This research adopted descriptive survey design. The target population was the heads of 16 women organizations in Nairobi County and 143staff in livestock and fisheries department, department of agriculture, devolution department, department of youth and education, social services department, department of administration and public services, department of house and building services, urban planning, lands and urban renewal, department of finance and economic planning, departments of environmental energy, water and sanitation, ICT and e-government, trade, roads and transport and finally the department of industrialization in the County government of Nairobi.

The study's sample size was determined using Krejcie and Morgan sample size determination formula (Singpurwalla, 2013). Using this formula, a representative sample was obtained. The study's total population will be 159 staff in Nairobi County government and women organizations in Nairobi County.

The formula used for determination at the sample size was;

$$n = \frac{x^2 NP(1 - P)}{(ME^2(N - 1)) + (x^2 P(1 - P))}$$

Where: n=study sample size; x^2=Chi-square for confidence level at one degree of freedom; N= entire population; P = is the proportion in the study population estimated to have characteristics being studied. As the proportion was unknown, 0.5 was used; ME=desired margin of Error (Expressed as a proportion)

$$n = \frac{1.96^2 159 * 0.5 * 0.5}{(0.05^2 * 158) + (1.96^2 * 0.5 * 0.5)}$$
$$n = 112$$

Category	Target Population	Sample Size
Fisheries and Livestock Development	17	12
Public Service and Administration and Devolution	14	10
Youth and Education and Social Services	13	9
Water and sanitation and Environment Energy	16	11
Economic Planning and Finance	13	9
Health Services	13	9
Lands, Urban renewal, Urban planning, Housing and building services	12	8
ICT& e- Government	14	10
Roads and Transport	15	11
Industrialization and Trade	16	11
Women Organizations in Nairobi County	16	11
Total	159	112

Table 1: Sample Size

This research selected 112 participants from the target group of interest through stratified random sampling. The 10 departments together with the heads of women organizations in the county government of Nairobi comprised of the strata. Proper use of stratified sampling is also of great benefit since it gives a true representation of each sample. In this research the sample size was 112 women. The research made use of primary data, which was gathered by use of both semi-structured questionnaires and also interview guides. A semi-structured questionnaire is a mix of unstructured and structured questions (Singpurwalla, 2013).This method of data collection is preferred since it is very economical and a practical way of data collection. The research instruments' pre-testing was conducted in Kiambu County government. The pre-test group was sampled randomly and comprised of 10% of study sample size. The researcher improved face validity through seeking opinions of the experts in this field who includes the supervisors and public policy. Content validity was enhanced by arranging the questions in the questionnaire as per the indicators and objectives of the study. Internal consistency is the most common measure of reliability in research instruments (Creswell, 2014).Among the key methods for measuring internal consistency is the Cronbach's alpha. The instrument was considered reliable if alpha value is 0.70 or higher.

Semi-structured questionnaire generated quantitative as well as qualitative data, which was analyzed using distinct techniques. In addition, the key informant interview generated qualitative data, which was analyzed using content analysis and the results were presented in a narrative form. Descriptive statistics and inferential statistics were used in analysis of quantitative data. Descriptive statistics is categorized into mean, standard deviation, frequencies and also percentages (Metsamuuronen, 2017). Inferential statistics composed of correlation as well as regression analysis.
The regression model was as shown below:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon$$

Whereby: Y= Gender mainstreaming process in recruitment; B$_0$ = Constant; β$_1$=Coefficients of determination; X$_1$= Gender roles in recruitment practices; ε = Error term

4. Research Findings and Discussions
The sample size of this study comprised of 112 women including 104 staff working in various departments in Nairobi County and 8 heads of women organizations in Nairobi County. The researcher distributed 104 questionnaires to the staff working in the county and conducted 8 interviews with the heads of women organizations. 104 questionnaires were disseminated where 86 questionnaires were filled and returned to the researcher. This therefore gave a total response of 94out of 112 hence resulting to 83.9% response rate. As indicated by Metsamuuronen (2017), a response rate that is above fifty percent is considered adequate for data analysis and reporting while a response rate that is above 70 percent is classified as excellent. Hence, response rate of on-going research was within the acceptable limits needed for drawing conclusions and making recommendations.

4.1. Gender Roles in Recruitment Practices
The participants were asked to specify their agreement level on statements pertaining to gender roles as well as gender mainstreaming process in recruitment practice in Nairobi County, Kenya. As shown in Table 2, the participants

agreed with mean of 3.733 (std. dv = 1.056), that some husbands deprive their women the opportunity to look for jobs by giving them the entire parenting responsibility and taking care of the family. In addition, the respondents also agreed that females have home based roles which must to be accomplished. This is shown by a mean of 3.709 (std. dv = 1.147). These findings conform to Mills and Connell, (2012) suggestion that married women face challenges in pursuing their profession since they are restricted by their husbands from professional work hence, they end up doing house chores. The respondents also agreed that women cannot influence decision making in an organization. This is supported with a mean of 3.523 (std. dv = 1.244).

From the results, the respondents agreed that women are only meant to give birth and take care of children. This is indicated by mean of 3.523 (std. dv = 1.299). Nevertheless, with mean of 3.407 (std. dv = 1.314),the participants were moderate that women are meant to give birth and do kitchen work. In addition, respondents were neutral that it is the women's responsibility to take care of children. This is shown by a mean of 3.291 (std. dv = 1.345). These findings concur with Bakas (2017) argument that women are associated with minor duties and house chores and that's why they are rarely appointed in the top leadership positions. As indicated by mean of 3.151 (std. dv = 1.385),the participants were moderate that it is only men who can sustain top position challenges in an organization.

The respondents and the key informants were requested to indicate how else gender roles influence gender mainstreaming process in recruitment practice in Nairobi County, Kenya. The respondents revealed that 'feminine 'styles of leadership are undervalued in workplaces. In addition, the respondents revealed that employers' conscious or unconscious preference for male candidates, is pervasive and it may arise for different reason. The respondents revealed that top most positions in many organizations are held by male since women are seen to be inferior. Hergatt, Olson and King, (2014)argues that women leadership is undervalued and that's why they rarely hold top leadership positions in many organizations.

	Mean	Std. Deviation
Women are meant to give birth and do kitchen work	3.407	1.314
Females have home based tasks which have to be accomplished	3.709	1.147
Some husbands deprive their women the opportunity to look for jobs by giving them the parenting roles and taking care of their family	3.733	1.056
It is only men who can sustain top position challenges in an organization	3.151	1.385
Women cannot influence decision making in an organization	3.523	1.244
It is the responsibility of women to take care of children	3.291	1.345
Women are only meant to give birth and take care of children	3.523	1.299
Aggregate	3.476	1.255

Table 2: Gender Roles and Gender Mainstreaming Process

4.2. Gender Mainstreaming Process in Recruitment Practice

The employees were asked to specify their agreement level on statements regarding to gender mainstreaming process in recruitment practice in Nairobi County, Kenya.As shown in Table 3, the participants agreed with mean of 3.930 (std. dv = 1.093), that both men and women are equally disadvantaged when applying for entry level roles. In addition, the respondents also agreed that in most cases male candidates are rated as the best candidates in terms of competence. This is indicated by mean of 3.860 (std. dv = 1.266). The participants also agreed that job advertisements in the county do not contain masculine –stereotyped words like competitive and dominant. This is supported with a mean of 3.837 (std. dv = 1.083).The participants agreed with mean of 3.837 (std. dv = 1.104), that job advertisements in the county do not contain gender coded language. In addition, the respondents also agreed that in the county interview invitation favours both men and women equally. This is indicated by mean of 3.820 (std. dv = 1.102). The participants also agreed that during initial recruitment stage women face tough evaluation of their credentials. This is supported with mean of 3.702, std. dv of 1.082. The participants agreed with mean of 3.767, std. dv of 1.194 that the county has criteria for selecting the candidates to hire or promote. In addition, the respondents also agreed that on management levels, men receive more interview invitations than women. This is shown by a mean of 3.604 (std. dv = 1.210). These results are contrary to Goldberg (2012) suggestions that organizations should exclude gender coded language during job interviews.

The employees agreed that in the county male candidate receive more job recommendations than female. This is indicated by mean of 3.593 (std. dv = 1.221). Further, the participants also agreed with mean of 3.523, std. dv of 1.352 that the selection process in our county puts into consideration gender balance. Nevertheless, the staffs were neutral that job advertisement in the county do not discriminate gender. This is shown by a mean of 3.337 (std. dv = 1.164). The key informants were requested to indicate the main objectives of women organization in relation to gender mainstreaming. From the results, the key informants indicated that the main objective of their organization is to enhance equality in access to education for both boys as well as girls and to educate women on their democratic rights. In addition, the key respondents indicated that working for the safety and the wellbeing of the girl child, to develop a strong, modern and well-governed women's national grassroots organization that is able to deliver on its mandate, to strengthen women through planned culture. These findings are in line with Goldberg (2012) argument that gender equality can easily be championed through establishing and supporting the already established women related organization to fight for women rights.

	Mean	Std. Deviation
Job advertisement in our county does not discriminate gender	3.337	1.164
Job advertisements in our county does not contain masculine –stereotyped words like competitive and dominant	3.837	1.083
Job advertisements in our county does not contain gender coded language	3.837	1.104
In our county interview invitation favors both men and women equally	3.820	1.102
Both men and women are equally disadvantaged when applying for entry level roles	3.930	1.093
On management levels, men receive more interview invitations than women	3.604	1.210
During initial recruitment stage women face tough evaluation of their credentials	3.702	1.082
In most cases male candidates are rated as the best candidates in terms of competence	3.860	1.266
In our county male candidate receive more job recommendations than female	3.593	1.221
Our county has a criterion for selecting the candidates to hire or promote	3.767	1.194
The selection process in our county puts into consideration gender balance	3.523	1.352
Aggregate	3.710	1.170

Table 3: Gender Mainstreaming Process in Recruitment Practice

4.3. Inferential Statistics

Inferential statistics comprised of Pearson correlation as well as regression analysis. In particular, inferential statistics were deployed to assess the relationship between dependent variable (gender mainstreaming process in recruitment in Nairobi County, Kenya) and independent variable (gender roles).

4.4. Correlation Analysis

Pearson correlation analysis was employed to assess strength of correlation between dependent (gender mainstreaming process in recruitment in Nairobi County, Kenya) and independent variable (gender roles in Recruitment Practices). The Pearson correlation coefficients range between 0and 1 whereby strength of correlation heightens as coefficients move towards 1. The results were as depicted in Table 4.According to the results, there is strong and positive association between gender roles in recruitment practices and gender mainstreaming process in recruitment in Nairobi County, Kenya (r=0.743, p-value =0.000). Moreover, p-value (0.000) was not more than significant level of 0.05 hence attributing to positive correlation. The study findings are in agreement with Hergatt, Olson and King, (2014) suggestions that gender roles affect gender mainstreaming process in recruitment significantly.

		Gender Mainstreaming Process	Gender Roles in Recruitment Practices
Gender mainstreaming process	Pearson Correlation	1	
	Sig. (2-tailed)		
	N	86	
Gender roles in Recruitment Practices	Pearson Correlation	.743**	1
	Sig. (2-tailed)	.000	
	N	86	86

Table 4: Correlation Coefficients

4.5. Regression Analysis

Regression analysis was used to determine the relationship between dependent (gender mainstreaming process in recruitment in Nairobi County, Kenya) and independent variables (gender roles in recruitment practices).As shown in Table 6, model summary was employed to describe the variation in dependent study variable (gender mainstreaming process in recruitment in Nairobi County, Kenya) that could be explained by gender roles in recruitment practices (independent variable). The R square was 0.265, implying that 26.5% of gender mainstreaming process in recruitment in Nairobi County, Kenya could be explained by gender roles in recruitment practices.

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.515[a]	0.265	0.248	0.49164

Table 5: Model Summary
a. Predictors: (Constant), Gender Roles

The analysis of variance was deployed to assess whether model employed was good fit for the data. The F calculated was 36.890while F-critical was 3.96. Since F calculated was above F critical while the p-value (0.000) was not more than the significance (0.05), the model was considered as a good fit for the data. This implies that the model can be used to determine the effect of independent variable on dependent variable.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	67.139	1	67.139	36.890	.000[b]
	Residual	1.82	84	1.82		
	Total	68.959	85			
a. Dependent Variable: Gender mainstreaming process						
b. Predictors: (Constant) Gender roles						

Table 6: ANOVA

The regression equation was;
$$Y = 0.650 + 0.228X_1$$

The results revealed that gender roles in recruitment practiceshave a positive and significant influence on gender mainstreaming process in recruitment in Nairobi County ($\beta_1=0.228$, p value= 0.014). The association was also significant because significant level (0.05) was greater than the p-value (0.014). This implies that an increase in gender roles in recruitment practices leads to an improvement in gender mainstreaming process in recruitment in Nairobi County. These findings are in line with Hergatt, Olson and King, (2014) results that gender roles leads to an improvement in gender mainstreaming process in recruitment. The findings also agree with Raid and Kasearu (2017) argument that gender roles are important in the gender mainstreaming process.

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)1	.650	.243		2.671	.009
	Gender roles in Recruitment Practices	.228	.091	.227	2.501	.014

Table 7: Regression Coefficients
a. Dependent Variable: Gender Mainstreaming Process

5. Conclusions and Recommendations

The study concludes that gender roles in recruitment practices have a positive and significant influence on gender mainstreaming process in recruitment in Nairobi County, Kenya. Findings revealed that family responsibilities, division of labor and childcare influence gender mainstreaming process in recruitment in Nairobi County, Kenya. This implies that improvement in gender roles in recruitment practices leads to improvement in gender mainstreaming process in recruitment.

The study found that some husbands deprive their women the opportunity to look for jobs by giving them entire roles of parenting as well as taking care of the family. This study therefore recommends that the heads of women organizations should enlighten women and show them their capabilities in relation to professional work.

The study also revealed that women can sustain top position challenges in an organization. This study therefore recommends that the top management in women organizations in Nairobi County should focus on encouraging women to fight for top positions in their organization since they are capable of influencing decisions and sustaining challenges.

The study found that women are only meant to give birth and take care of the children. The study recommends that management of County government of Nairobi as well as gender based non-governmental organizations in Kenya should conduct awareness campaigns on the need for women to take up other roles in the community including leadership and running of businesses.

6. Recommendation for Further Studies

This study examined the influence of gender roles in gender mainstreaming process in recruitment practice in Nairobi County, Kenya. However, this study was limited to women organization in Nairobi County and Nairobi County government. Therefore, researcher recommends that more studies ought to be conducted on gender roles in gender mainstreaming process in recruitment in other counties. Additionally, the study found that 26.5% of gender mainstreaming process in recruitment in Nairobi County, Kenya could be explained by gender roles. Therefore, further studies ought to be done to evaluate other determinants of gender mainstreaming process in recruitment.

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