

GENDER STEREOTYPE: SEXISM AND STEREOTYPES IN MODERN SOCIETY AT WORK PLACE

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ABSTRACT

This paper focuses on the workplace consequences of both descriptive gender stereotypes (designating what women and men are like) and prescriptive gender stereotypes (designating what women and men should be like), and their implications for women's career progress. Its central argument is that gender stereotypes give rise to biased judgments and decisions in women's advancement also its volume is divided into three parts: the genesis of gender research, the complexity of gender stereotypes, and the modern forms of sexism and their consequences. Due to gender stereotyping women have to face problem in their workplace and their strength didn't consider similar like men strength in the organization. Many studies have been conducted for understanding the discriminatory issues related to females at different sectors but this study evaluated the underlying factors which contribute more in discriminatory problems faced by working females when it comes to promotion, work allocation etc. Somehow our national growth is affected by this stereotypes behavior for men and women in this modern society because still women didn't get the same opportunities than men to prove their strength. However, stereotypical expectations not only reflect existing differences, but also impact the way men and women define themselves and are treated by others. Considering the cognitive and motivational functions of gender stereotypes helps us understand their impact on implicit beliefs and communications about men and women. In brief gender stereotypes are likely to play a role in this modern society.

Keywords: Stereotypes, Gender-Based Discrimination, Working Females, Gender Stereotype, Work-Family.

INTRODUCTION

The study of differences between males and females has been researched for a long time, and many stereotypes about both genders have developed. Workplace gender equality is achieved when people are able to access and enjoy the same rewards, resources and opportunities regardless of gender. Australia, along with many countries worldwide, has made significant progress towards gender equality in recent decades, particularly in education, health and female workforce participation. There is much gender gap in India. Women continue to earn less than men, are less likely to advance their careers as far as men. The aim of gender equality in the workplace is to achieve broadly equal opportunities and outcomes for women and men not necessarily outcomes that are exactly the same for all. To achieve this requires:

- Workplaces to provide equal pay for work of equal or comparable value
- Removal of barriers to the full and equal participation of women in the workforce
- Access to all occupations and industries, including leadership roles, regardless of gender; and
- Elimination of discrimination on the basis of gender, particularly in relation to family and caring responsibilities.

LITERATURE REVIEW

Leicester: National Learning and Work Institute; 2018: Gender stereotypes and their effect on young people. Shastri (2014) also stated that female role is to look after the household & the major factor behind this is our society & its beliefs which were also influenced by lack of education. Barahmand & Nafs (2013) shows that working woman & non-working woman both significantly reported poor adjustments with their spouses. Rehman & Azam (2012) stated that increased participation of women in the labour force creates challenges for them to balance work and family obligations. There is an influence of gender discrimination on job satisfaction & job performance by Tesfaye (2011). Ross (2008), discrimination is somewhere is simple to identify &, and there could be so many different hypothetical analysis in the way of dealing treatment of one individual with another individual towards different sex.

RESEARCH METHODOLOGY

Objectives

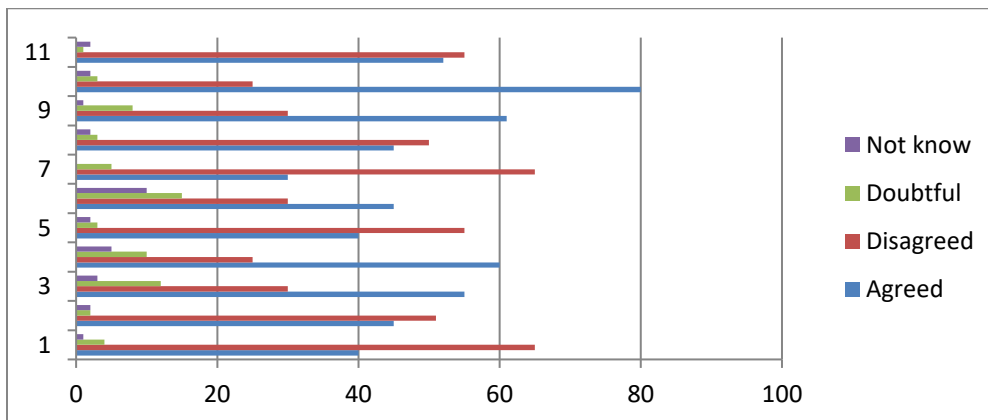
- To evaluate role of gender in the level of different workplace stress.
- Impact of gender stereotype in our society.
- To test the efficiency of women at different levels of organization.

Data Collection

- The first stage of the research project involved the sample size. The selected **sample size was 60** people of different organization involving both gender men and women in equal number.
- For the collection of data primary and secondary sourced was used.
- Descriptive research used for sampling method with qualitative and quantitative data.

Primary and Secondary Data : For primary study we have get filled questionnaire from different organization involving equal number of males and females and secondary data was collected from different reviews of researcher study and old data from Wikipedia.

Figure 1.1



Below questionnaire was filled with equal men and women from different organization at HDFC Bank, ELKEM, Ultra Tech Ltd, Kotak Bank, India Infoline Ltd and Baddi University. Figure 1.1 explaine that 80% people were agreed 62-63% people were disagreed and 15% people were doubtful regarding gender discrimination at different work place.

S.No	Questionnaire	Agreed	Disagreed	Doubtful	Not know
1	Based on your work experience do you feel that men and women at your workplace are treated equally?	40	65	4	1
2	Are men and women treated equally at work place in recruitment and selection process?	45	51	2	2
3	Do you feel or know of women getting lower position in your occupation because of their gender?	55	30	12	3
4	Do you think that men are more superior to women at your work place?	60	25	10	5
5	Do you think that women would be able to fill the top position at your work place?	40	55	3	2
6	Have you ever seen that women didn't get promotion due to her gender?	45	30	15	10
7	Do both men and women get paid the same salary for the same job at your work place?	30	65	5	0
8	Do you believe that men and women are treated as equal at your work place?	45	50	3	2
9	Do you think that women have to prove themselves more than men at your work place?	61	30	8	1
10	Is there any occasion at work place where you feel you were harassed due to your gender?	80	25	3	2
11	Do you think that women at your work place receive fewer opportunities than the men?	52	55	1	2

- Qualitative and Quantitative Data: In this qualitative study, twenty purposefully selected participants were interviewed through in-depth face-to-face interviews using a semi-structured interview guide. Data was analyzed using content, narrative and frequency analysis methods.
- In this quantitative study, we have found results after both gender activities in their percentage. Sometimes men’s are good for any activity and women’s are good for different activity in different percentages.

Figure 1.2

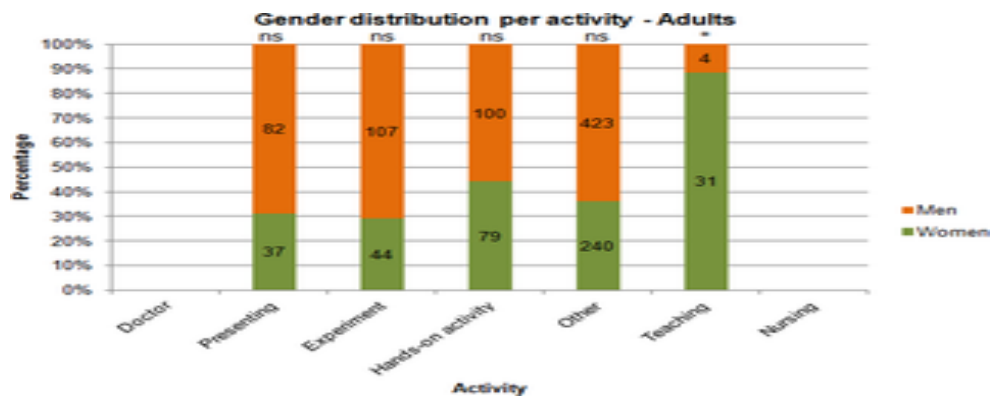
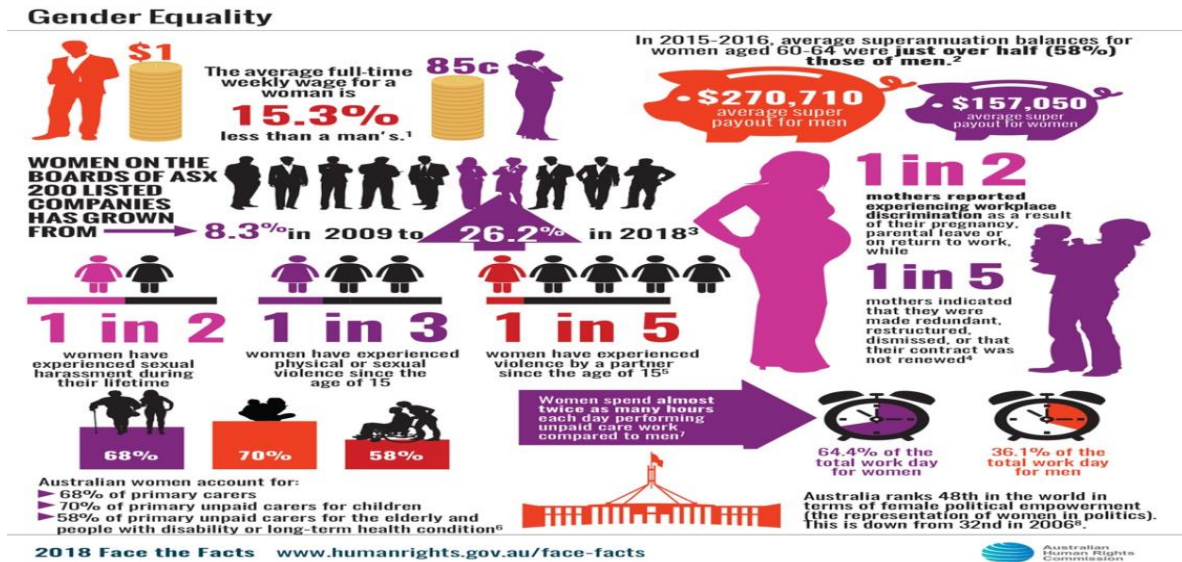


Figure 1.2 explained that there is gender distribution per activity in different working profile, in which men are involved more than women in every activity due to gender discrimination.

Descriptive Research Method: We sent sets of fake résumés to a wide-ranging sample of 100 job openings/vacancies between June and Aug2019 in the two largest cities-Mumbai and Bangalore. Mumbai and Bangalore are two of the most economically dynamic cities in the country, with a larger supply of job offers and employment rates far above the national mean, which makes them particularly suitable for our experimental research. Mumbai has recently experienced a rapid and massive incorporation of women into the labor market and the educational system, but it still exhibits large gender inequalities. According to the Indian employment rate for the population aged 25–54 (typical motherhood ages) was 65.6 per cent for women and 77.4 per cent for men, a difference of almost 12 points; the prevalence of unemployment in the same age group was higher for women than for men.

Figure 1.3



This figure 1.3 is self explanatory that gender discrimination at work place has different levels:

- The average full time weekly wages of women’s is 15.3% less than men’s at their work place.
- Women on the board of ASX 200 listed companies have grown from 8.3% in 2009 to 26.2% in 2018.
- Mother indicated that they were made redundant restructured, dismissed or that their contract was not renewed.
- Women have experienced sexual harassment during their life time.
- Women’s growth rate is less than men’s at their work place.

FINDINGS

- Much of the research indicated that women have to face higher levels of stress compared to men.
- As per study it is found that with relation to work there is no difference between the genders.
- Study found adverse effects related to multiple roles, lack of career progress, harassment and discrimination.

SUGGESTIONS

- Consider the contribution of women's in the development of economy.
- We should teach boys and girls that both are equal and they have equal rights.
- Encourage people to motivate women's and provide opportunities to prove themselves.

LIMITATION OF THE RESEARCH

As this study contributed significantly to the lack of participation on the part of working female respondents in revealing the actual issues faced by them at the workplace, there are few limitations. This study focuses only on the experiences & perspective of working female's only. That's why future research needs to be seen from the perspective of non- working female, transgender & the implementation of similar research in the future for confirming and refining the results of this study.

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