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## A Study on Gender Equality in an IT Organization-Accenture Chennai

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### ABSTRACT:

This study focuses on how commitment of businesses for promoting gender equality within a organization can be strengthened. A dual approach method is of encouraging the voluntary measures and corporate social responsibility for promotion of gender equality and regulating some changes through legislative reforms. There are some arguments for promoting gender equality in terms of financial performance and competitiveness, improved recruitment, and retention of a talent. Nevertheless, gender inequality in employment focusing on areas of women in management and decision-making, pay gap in gender and work-family reconciliation, the paper reviews about more new policy measures undertaken in an organization. The paper concludes that the employers cannot solve gender inequalities in the corporates on their own. A mix of encouraging, enabling and amiable measures for promoting gender equality in the corporate sector.

Key words: promoting gender equality, legislative reforms, policy measures

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### 1. INTRODUCTION:

Equality doesn't mean that ladies and men are going to be same, however that girls and men's rights, probability and responsibilities won't rely on either they're male or feminine. Gender equality implies that the interests, desires and priorities of each men and girls area unit taken into thought, thereby recognizing the variety of various teams of men and girls. Gender equality isn't one by one ladies a difficulty however ought to a priority and absolutely have interaction men in addition as women. Equality between men and girls is seen each as human offer and as a precondition for, associate degreed an indicator of, property people-centric development

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### 2. VARIABLES:

Gender equality

- Rights.
- Increase gender representation /gender balance.
- Sexual harassment.
- The wage gap.
- Work life balance.
- Women's health.
- Violence against women.

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### 3. OBJECTIVES OF THE STUDY:

- To establish the factors influencing a gender equality in a corporation.
- To analyze however factors of gender equality facilitate in improve understanding of task delegation and motivation of the workers.
- To study however gender equality factors facilitate in improve organization.

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### 4. REVIEW OF LITERATURE:

Lisa Warth (January 2009)

This paper focuses on three areas of continuing concern for gender equality in the corporate sector: vertical segregation in the workplace, which is apparent through the remaining gender imbalance in favor of men in management and corporate boards; the gender pay gap; and the reconciliation of professional and family responsibilities

María Dolores Alvarez-Pérez (2001)

Work-life balance and corporate social responsibility: The evaluation of gender differences on the relationship between family-friendly psychological climate and altruistic behaviors at work.

David J. MaumeDecember (2015)

The modern gender revolution in reality has to parts. The first part of the gender evolution is the increase in women's labor force participation and quest for economic and social equality,the. Second part of the gender revolution is men's assumption of an equal contribution to family life

Aditya Jain ( November 2018)

Corporate social responsibility (CSR) research has been largely interested in answering the question of why more women at work is good for business, leaving unattended the question of how to achieve this, and how feminist theories can be integrated with this purpose.

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## 5. RESEARCH METHODOLOGY:-

Research style is that the framework of a research methodology and techniques chosen by a investigator. the look permits analysisers to hone in on research strategies that ar appropriate for the topic and discovered their studies up for achievement

### DATA COLLECTION METHODS:

#### Primary data

A suitable combination of Questionnaire techniques, & discussion with the respondents was used to collect the required Primary data. Primary data gives higher accuracy andfacts, which is very helpful for any research and its findings

#### Secondary data

The various secondary information sources used for the present research include the journals andmagazines and websites

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## 6. STATISTICAL TOOL:

The data collected was analyzed through percentage analysis, statistical tools

### TYPES OF STUDY:

A Descriptive study – descriptive research aims to accurately and systematically describe a population, situation or phenomenon. A descriptive research design can use a waid variety of research method to investigate one or more variables.

### SAMPLE FRAMEWORK:

#### Sample Size

43 respondents residing at Accenture are selected for the study

#### Sampling Technique

By convenience sampling method.

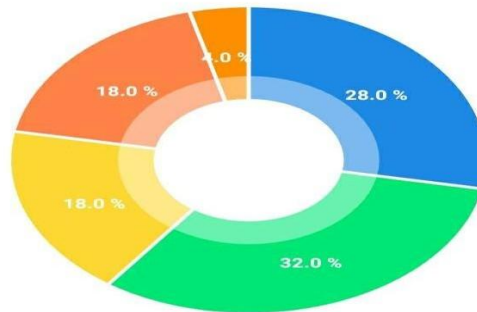
### I) Percentage Analysis:

#### Men and women are treated equally

Options	No. of respondents	Percentage(%)
Strongly agree	14	28.00
Agree	16	32.00
Neither agree nor Disagree	9	18.00
Disagree	9	18.00
Strongly disagree	2	4.00

**PIE CHART**

- Strongly agree - 14
- Agree - 16
- Neither agree nor disagree - 9
- Disagree - 9
- Strongly Disagree - 2



**Interpretation:**

Most of the people (32% ) are agreed and (2%) of people are strongly disagreed that the men andwomen are treated equally in organization.

**Have you ever been a victim of gender discrimination in the workplace?**

Options	No. of responded	Percentage(%)
Strongly agree	7	14.00
Agree	9	18.00
Neither agree nor disagree	15	30.00
Disagree	14	28.00
Strongly disagree	5	10.00

**PIE CHART**

- Strongly agree - 7
- Agree - 9
- Neither agree nor disagree - 15
- Disagree - 14
- Strongly disagree - 5



**Interpretation:**

The maximum number of (30.0) people middle level neither agree nor disagree the victim of gender discrimination and second level of (28.00%) people are disagree with people does not victim in workplace

**Crosstabs:-**

H0 - Age and fair pay is not dependent on each other

H1 - Age and fair pay is dependent on each other

Table :(AGE ANMD FAIR PAY)

**Cass processing summary**

	N	Percent	N	Percent	N	Percent
Age and fair pay	50	84.7%	9	15.3%	59	100.0%

**Age and fair pay cross tabulation**

			Strongly agree	Agree	Neither agree nor Disagree	disagree	Total
			Age	16-28	Count	8	13
		Expected Count	10.4	12.8	9.6	7.2	40
	29-44	Count	3	2	1	1	7
		Expected Count	1.8	2.2	1.7	1.3	7
	55-75	Count	2	1	0	0	3
		Expected Count	.8	1.0	.7	.5	3
Total		Count	13	16	12	9	50
		Expected Count	13	16	12	9	50

**Chi – square tests**

	Value	Df	Asymptotic Significance(2-sided)
Pearson chi-square	5.140 <sup>a</sup>	6	.526
Likelihood ratio	5.780	6	.448
Linear-by-linear Association	4.021	1	.045
No of valied cases	50		

a.8 cells (66.7%) have expected count less than 5.the minimum expected count is .54.

Chi Square value: 5.140

Degrees of freedom: 6

P-value: .526

**H1 HYPOTHESIS IS ACCEPTED**

**NULL HYPOTHESIS IS REJECTED**

Hence p-value is greater than 0.05 it is not significant ,so we accept the H1 hypothesis,that there is significant relationship between age and fair pay.

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## 6. FINDINGS FROM THE STUDY:-

- It is inferred that demographic profile study reveals that Female respondents are higher than male respondents in gender equality. Majority of the respondents in age group of 16-28 and undergraduate are high as compared to other education groups.
- Most of the people (32% ) are agreed and (2%) of people are strongly disagreed that the men and women are treated equally in organization
- The maximum number of (30.0) people middle level neither agree nor disagree the victim of gender discrimination and second level of (28.00%) people are disagree with people does not victim in workplace.
- There is different opinions for employee maximum number of (36.00%) respondents believe that men and women in the workplace receive fair pay and minimum number of people (18.00%)disagree
- This results shows most of employees are agreed with this statement and very few only disagrees
- The results of respondents shows that most of companies are having a training policy that covers all employees and only few of them are disagreed.
- Employee agree with (56.00%) in health and safety policy.
- According to results of respondents shows that most of companies are maintaining an anti- sexual harassment,anti gender violence policy and only few of them are disagreed.
- The maximum respondent suggests that the government policies to be improved to improve equalities and the minimum respondents suggests that trade union has to done more work to improve equalities.

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## 7. RECOMMENDATIONS AND SUGGESTIONS:-

The following are the suggestions made on the basis of the findings of the study.

Most of companies are maintaining an anti-sexual harassment,anti gender violence policy and only few of the companys not following it. So it is suggested to consider in implementing the policy in accordance with the gender equality.

The maximum respondent suggests that the government policies to be improved to improve equalities and the minimum respondents suggests that trade union has to done more work to improve equalities.

The treating people from higher authorities based on gender is quite sounds good, as it is to be improved more to maintain a cardinal interpersonal relationship among employees in eliminating gender bias.

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## 8. CONCLUSION:-

It will conform the men and women who believe they can make different .there are many benefits to having a gender-equal workplace. Among these benefits, it allows organizations to hire and retain top talent, build a healthy organizational culture, and increase competitiveness by being a better representation of the customer base. A gender-equal workplace is one where all employees are treated equally regardless of gender; have equal access to rewards and opportunities; receive equal pay for equal work; and have equal access to all organizational roles. Despite the many benefits of a gender-equal workforce, the reality is that there continues to be a pay gap across many industries and a pattern of women being underrepresented in higher-level jobs. For organizations that are not yet gender-equal, it's a good idea to be proactive about working towards this goal to avoid losing talent and customers to competitors

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