



Global Woman Empowerment

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ABSTRACT

An analysis of cross-culture effective management in MNCs along with the power of women at the workplace including the impact of the unprecedented pandemic crisis on the same. Based on that this research seeks to investigate the effects associated with the sudden change where the role of women power passionately in shaping the corporate world and dealing with the obstacle faced by them in the global workforce. Beyond this ongoing pandemic crisis by accepting the new normal and building a better world. We based over outcome which is unbounded which covers the 7 major countries around the globe namely INDIA, USA, CANADA, DUBAI, AUSTRALIA, SOUTH AFRICA, and SPAIN. The outcome from this crisis was chosen as an opportunity for all the organizations, sectors, and teams to better understand their strength, their weakness, and their reason for being. Along with that, it gave us an idea to juggle our unprecedented issues by remembering our long-term purpose and direction to stand by our core values which taught us how to face the storm.

Keywords: Global Woman Empowerment, Women Workforce, Gender Biasness, Aspiration, Covid-19, Work-life Balance.

1. Introduction

The purpose of this research is to address the paradox that represents the women before-now-and after and the role of women and gender in cross-cultural management, obstacle, and biases faced by a woman in business and management. This study was undertaken using descriptive research design to investigate how national cultural forces may configure women's approach conceptually and empirically model the complexity that is associated with simultaneous interdependencies which contribute unique insides to research focuses on broad gender diversity addressing the continuous issues of the underrepresentation of woman on corporate boards.

Understanding the factors of women in leadership reviewing the status of gender equality and specifically to run business and government sector that allows gender inequality, specifically how it prevents female in leadership roles of government parties and business.

Aiming the importance of female entrepreneurship, their core necessities, their security and safety of their children order to achieve the endeavour to develop a behavior an appearance, a way of life supported by patriarchy especially if they have no pecuniary room for maneuver, a life path. Due to their biology, they are exposed to harassment and violence in tidwrms alike, their entrepreneurship activity strengthens their autonomy and influence in the personal and economic scope.

Understanding the impact of unprecedented pandemic crisis on women's work life:

Beyond this on-going pandemic crisis by accepting the new normal women in business is building a better world resulting in women employees and risks to their jobs. Despite the remarkable progress made by women over the past half-century on average employed women work shorter hours than employed men, earn less than men (EPIC). Enjoy less seniority than employed men. In short, this ends women being weaker than men special in parenthood. The economic impact is still emerging, getting difficult to make a firm decision and prediction on whether to what extend the crisis may disproportionately affect women's job, business, and income.

There are several validations around the globe which impacts the crisis may have earn woman's economic outcomes. The fear is that gender employment gaps have more vulnerable on women compare to men, risk of job loss and layoffs. Regardless of gender impact in business and job loss, women are much more targeted to any crisis-driven loss of income. The poverty rates are higher, women also hold less than men because of their great responsibilities, also it is seen to find an alternative is very difficult for women.

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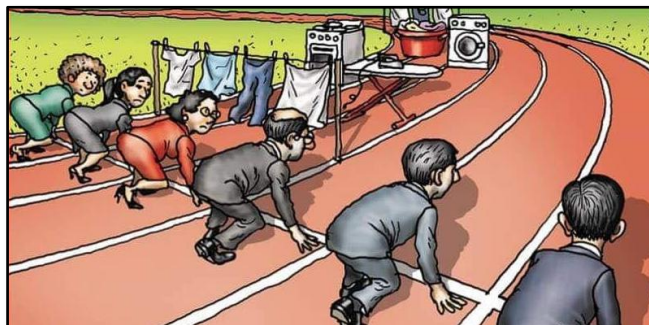


Fig1: Indicating obstacle faced by woman

1.1 Objective of Research.

- Supremacy of women's education on career opportunities in the business sector. Removing the educational gender gap between women and men in developing countries.
- Female labor force participation.
- Resolving the Pay Gap between Women and Men.
- Evaluation of the gender balance in business management in different countries by women's under-representation among business leaders & on boards.
- To find out the Impact of biasedness on the workforce.
- To know how to improve the efficiency and effectiveness in Women

1.2 Background of Research- A study on the effect of challenges faced by women at their workplace globally especially in this current pandemic situation. It will be undertaken by random research from different cultures across the 7 countries which we have targeted. The study will intend to get women's responses on what are the effects and challenges faced by them in this pandemic situation and we will find out what type of action should take to make effective outcomes by accepting this new normal and overcoming all the challenges for all the women through their feedback.

2. Problem Statement of Research

Working women dealing with official matters along with their domestic problems. In homes, they cook, clean the house, care for children and family members while outside they face transportation problems, sexual harassment during their mobility and at the workplace. Sometimes they have no control over the utilization of their salaries. These salaries were utilized for the maintenance of the home or other issues. Similarly, they have less access to join social gatherings because it may suffer their work or they have a smaller number of leaves.

We aim to focus on all the major and minor challenges faced by the working woman for personal life balance as well as work-life balance. And even the corresponds related to same in this pandemic situation.



Fig 2: Woman work life balance

2. 1. Research Methodology

Research Design:

This particular chapter deals with the information about research tools used in the present study. Data collection methods, choice of the study area, design of the questionnaire, and sampling procedure are the parts of the research methodology.

Type of Research:

The study encompasses the Exploratory & Descriptive approach. The research aims at gaining familiarity with the concept of the cross-culture effective management of Women Empowerment at their workplace and explore further into the theme of the study through Descriptive Research. This exploration is done through literature reviews and personal observations. The study continues with Descriptive Research in the form of incorporating Survey results & opinions of the Respondents on the Research Problem. The Research experiences both Qualitative & Quantitative outcome. Qualitative Research being subjective in nature provides a detailed description of the research topic.

2.2. Source of Data

The researcher has incorporated both sources of data that is primary sources & secondary sources of data collection. The power of women at their work on the women empowerment policies at the global level has been reviewed massively through the secondary sources of information. Primary data collection was exercised to explore further & describe the research problem through understanding the opinion of the masses. Following sources were adopted to collect the data.

Primary Data was collected through the help of a Survey conducted among the different various countries globally. Also, live Interviews were conducted with the Women in the Entrepreneurial Ventures or Leading from the front as Social Entrepreneurs or Normal Female Workers. The excerpt of the interview was prepared with the reference of the research topic to get detail outcome.

Secondary data through the Academic journals, Conference proceedings, Books, Magazines, Websites, and Newspapers, etc. we tried to make it as a form of the source to support the Literature review and gather historical data on Global Women Empowerment.

3. Data Collection Method

We will be using various methods like:

- live Meetings
- live Web Questionnaire (websites & apps)

Population

Almost on average 50 samples were targeted in various languages (which are translated into simple English), cultures, and countries

Sampling Method

The probability sampling technique is incorporated for data collection with special attributes from random sampling through various methods as mentioned in the data collection instruments.

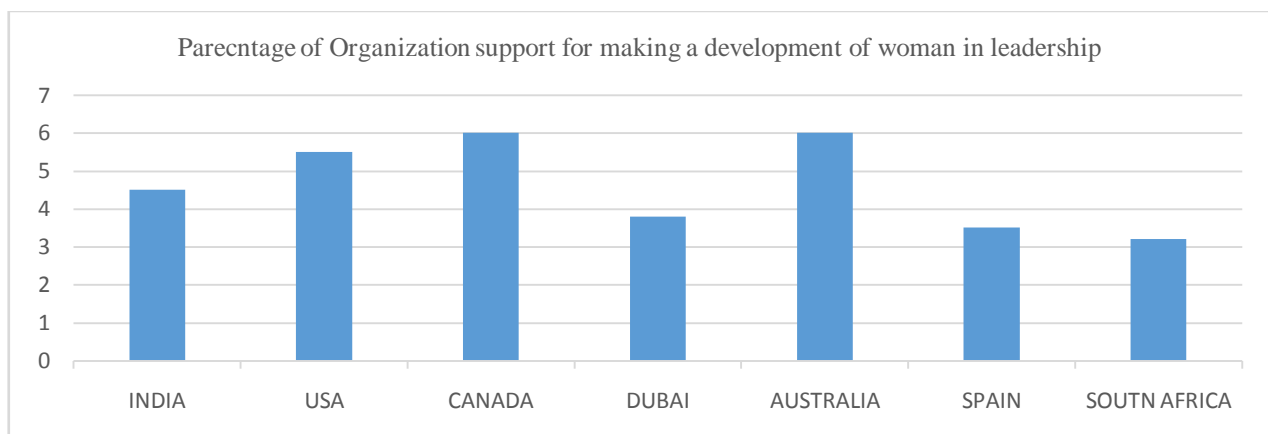
Data Collection Instruments

- Google Forms (Survey Forms)
- Mintimeter.Com (Website)
- Microsoft`S Teams (Website/App)
- Go To Webinar App

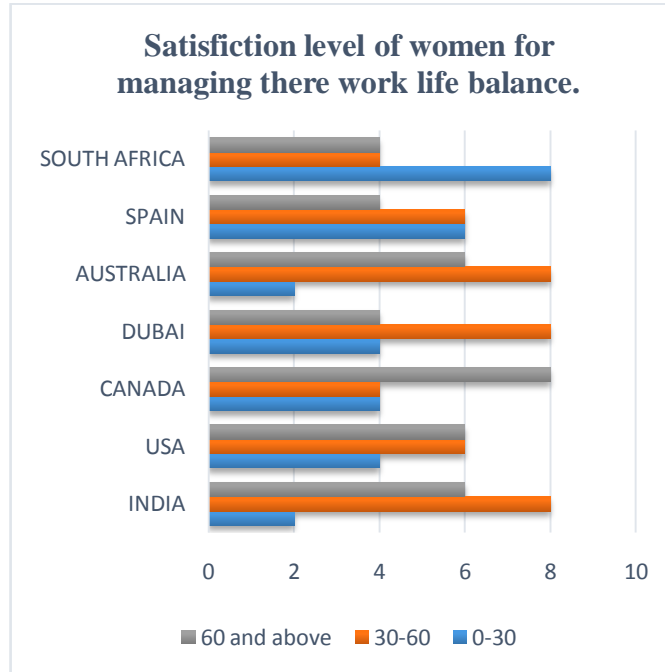
3. Result and Discussion

1. Data Analysis

On the bases of pre-decided Research Methodology the data collection for the research was conducted and the outcomes were favourable with multiple cross culture difference



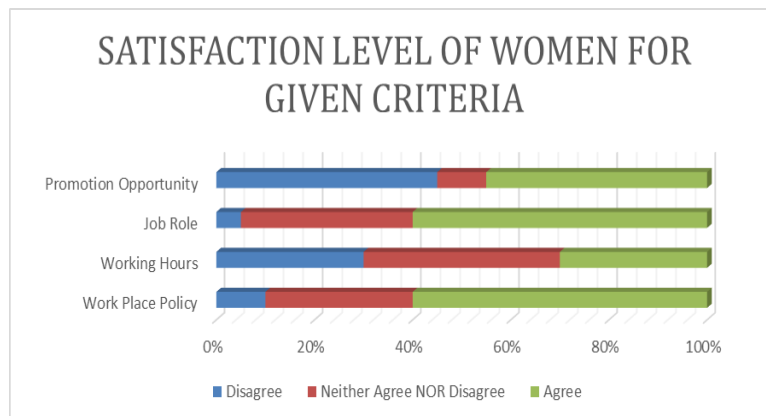
Graph 1: Indication of finding from various countries



Graph 2: Indication of Satisfaction level of woman for WLB

Furthermore from our primary data which we have collected through google serve forms shows the result as represented in following graph about various criteria and cross cultural feedbacks of women’s belonging from 7 different nations globally. Find the details below:

1. GRAPH 1: Indicates the finding for various country about the organization within which the women are representing in catarory of leadership
2. GRAPH 2: Indicates the satisfaction level of women managing their work and home parallel which is denoted as work life balance (WLB)
3. GRAPH 3: Indicate the satisfaction level of women in various criteria as described below:
 - Work Hours
 - Work Place Policy
 - Job Roles
 - Promotion Opportunity

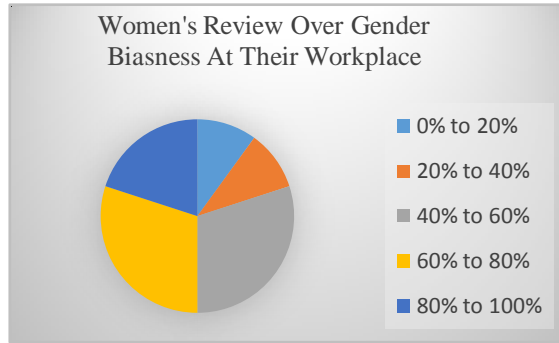


Graph 3: Indication of Satisfaction level of woman on multiple criteria

The following Pie-Chart indicates a review given by the women incorporated for the research under the criteria of Gender Biasness at their workplace, Either experienced by them or ever heard from their colleague. Data collected from women are converted into percentages for a better understanding of the graph and indication of the same based on multiculturalism. The Pie-chart show the percentage which is converted from the liker scale as below:

- 00% to 20 % Strongly Disagree
- 20% to 40% Disagree

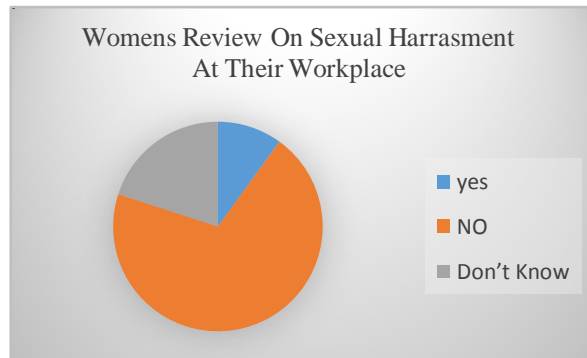
- 40% to 60% Neither Agree nor Disagree
- 60% to 80% Agree and
- 80% to 100% Strongly Agree



Graph 4: Indication of gender biasness at workplace

The following Pie-Chart Indicate review given by the woman incorporated for the research under the criteria of Sexual Harassment at their workplace, Either experienced by them or ever heard from the colleague. Data collected from women are converted into a pie chart and indicating the response received from them. The Pie-chart show the 3 dimensions for the understanding as below:

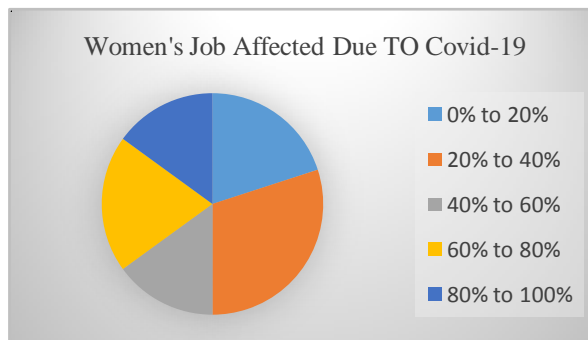
- Yes
- No
- Don't know



Graph 5: Indication of Sexual Harassment at their workplace.

The following Pie-Chart indicates review given by the women incorporated for the research under the criteria of Job Affection Due to COVID-19, which include criteria such as Job Loss, Temporary Layoff, Salary Deduction, Salary cut, and Demotion of their Position. Data collected from women are converted into a percentage for a better understanding of the graph and indication of the same based on multiculturalism. The Pie-chart show the percentage which is converted from the liker scale as below:

- 00% to 20 % Strongly Disagree
- 20% to 40% Disagree
- 40% to 60% Neither Agree nor Disagree
- 60% to 80% Agree and
- 80% to 100% Strongly Agree



Graph 5: Indication of Job affection due to COVID 19.

3. Conclusion

From this Research the elucidation and connotation amplify the level of all existing inequality faced by women in the workforce globally by developing clear criteria for promotion, wages, employment, instead of relying on prototypes. Along with that providing equal stepping stone opportunities for both genders in organizations acknowledging and implicates gender bias. Though it gives the right practice that unwittingly perpetuates gender gaps.

Though women are the face of half of the world's population and biases exist in every nation on this planet unless they are been fostered with the same opportunities that men are entitled to, the whole society will anticipate performing their true potentials.

Under this research we spotted the major obstacle faced by women at their workplace are:

- Working Flexibility
- Unequal Pay
- Gender Biasness most entrenched hurdle
- Leadership Opportunities
- Ethnicity Feel of Dismissed/ignored
- Double Bind in Gender Stereotypes
- Sexual Harassment.

By observing these major issues these stumbling blocks can be resolved by following practices such as switching focus to productive results, implementing the policy of "no negotiation" and supporting pay transparency, confronting inequalities, investing in deliberate leadership behavior, bridging language barriers, not discrediting stereotypes on the effectiveness of women, education campaign and observation of harassment.

Working Women exacerbated challenges during the pandemic crisis by giving labor force participation, workforce participation, diversity management, business leadership, handling barriers in decision making, dealing with discrimination at the workplace concerning stereotypes. Though some of the above-mentioned revoking changes were noticed in women's.

Acknowledgement.

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