



20<sup>th</sup> International Scientific Conference  
Globalization and Its Socio-Economic  
Consequences

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**Gender equality management in  
modern company management in  
era of globalization**

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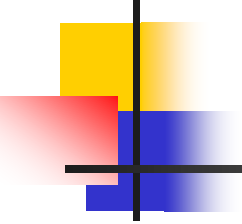
University of Zilina in Zilina, Slovakia



# **Main goal of the paper**

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The aim of the paper is based on modern management trends and the legislative framework for gender equality as well as anti-discrimination management principles to analyse the current situation on the example of a case study from the requirements of a gender integrated organization and to propose systemic measures to address issues for business practice.



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Adherence to gender equality policy can be a competitive advantage for the entrepreneur. This initiative is becoming a motivating factor for entrepreneurs to launch measures that would lead to introduction and strengthening of gender equality.



# Gender diversity

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At present, the issue of disadvantage of women compared to men is increasingly being discussed. Women in men's work positions break down stereotypes of the current functioning of the current world of work. The issue of gender equality and gender policy is now increasingly relevant and needs to be addressed. Society is aware of how the gender equality system should work, but it is not always able to successfully apply it in practice.

In the age of globalization and the open world, this perspective needs to be broadened and things looked at differently. Gender diversity should not be a fact that limits us, whether in private life or in the world of work. Diversity management is one of the key factors determining the success of managerial activities in the current changing environment.



## Gender management as a special part of diversity management

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- We understand the phrase diversity management as management, diversity management. Hubbard (2004) defined diversity management as the process of planning, organizing, directing and supporting mixed teams that have the potential for high performance.
- Gender equality is a social situation in which all beings have the right to develop and decide freely without restriction. It is a state of fair treatment for women and men. This means that not only will their social status be the same in all spheres, but also their perception, respect or evaluation will be full-fledged. The main goal of gender equality is to create a decent space that respects every woman as well as every man.



# Equal opportunities

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- Gender equality is often associated with the concept of equal opportunities. It is not understood as equality with the establishment of living conditions, but as the application of decisions without being limited by any established norms (gender stereotypes) or prejudices. It can be understood as a very broad concept of equality, from equality between genders, but also equality according to age, education, health status, nationality, religion, etc. Gender equality is implemented in EU and Slovak law.



# Equal opportunities

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- However, society lacks the implementation of this concept into real everyday life, i.e. into practice. The adoption of the principle of non-discrimination has thus taken on a constitutional value. The high growth of increasing multinational companies with an internationalized organizational culture and advanced policies to promote diversity has contributed to the transformation of the business environment in Slovakia and to raising awareness of all types of discrimination, including the introduction of gender equality in companies.



# Gender Equality Index

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According to several international sources, women's wages are still significantly lower than men's. Every year, this information is measured by the Gender Equality Index as a tool for measuring the progress of gender equality. It was developed by the European Institute for Gender Equality (EIGE). EIGE discusses that there are many issues behind the gender gap, such as employment rates, part-time work, unpaid care and parental responsibilities.





## Gender Equality Index

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The index has six main areas - work, money, knowledge, time, power and health - and two secondary areas: violence against women and overlapping inequalities. It highlights areas where improvement and the design of more effective measures are needed. The index also points to the diverse reality that different groups of women and men face. A special part of this index is the link between private and public life together with gender equality.



## **Legislative aspects of gender equality in the Slovak Republic**

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Gender equality is part of the anti-discrimination principles in the work environment, which are regulated by European and national legislation. The most important document of the Slovak Republic, the Constitution, guarantees equality of citizens in general, ie also on the basis of gender (Article 12, Chapter 2, Fundamental Rights and Freedoms). The Slovak Republic, as a member state of the United Nations, is governed by UN documents on equality issues. The basic ones include: UN Charter (valid from 26.06.1945), Universal Declaration of Human Rights (10.12.1948), UN Declaration on the Elimination of Discrimination against Women (7.11.1967), International Labor Organization-ILO Conventions, UN Declaration on the Elimination of Violence against Women. Anti-discrimination law is part of the legislation of the Slovak Republic.

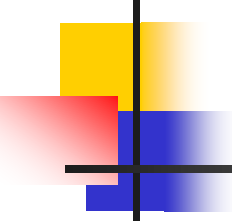


## **Legislative aspects of gender equality in the Slovak Republic**

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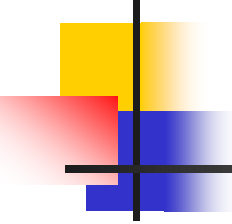
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The carrier and a basic regulation governing the principle of equal treatment in the exercise of such powers dependent work is the Constitution of the Slovak Republic. In the area of industrial relations is key legislation regulating the area the Labour Code, the Anti-Discrimination Act and other regulations regulate similar employment relationship The Labour Code guarantees women and men the right to equal treatment if: these are access to employment, remuneration and workflow, vocational training and working conditions. The right to equal treatment shall apply to employees, as well as jobseekers.



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Discrimination of employees on grounds of labour law is prohibited in industrial relations gender, marital and family status, sexual orientation, race, skin colour, language, age, adverse medical condition or disability, genetic characteristics, faith, religion, political or other thinking, trade union activity, national or social origin, belonging to a nationality or ethnic group, property, gender, or other status, or because of a crime or otherwise anti-social activities. Article 6 of the Labor Code of the Slovak Republic establishes fundamental rights for women and men with regard to the right to equal treatment as regards access to employment, remuneration and promotion, vocational training and working conditions.



# Management from the aspect of diversity in era of globalization

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Globalization is changing the face of the world. But doing business in the international arena is not without its pitfalls. One area that has received attention is the potential for misunderstandings that can occur when two companies that are culturally different do business with one another. A problem which may exacerbate cultural conflict in the international arenas is when the policy of the corporate parent and the mores of its management team are at odds with the values of employees in the host country.

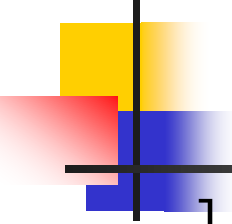
# Management from the aspect of diversity in era of globalization



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Gender equality is a major issue in modern management, both public and private. There are two basic principles that complement each other: the first consist of social justice, which leads to providing women with the same opportunities as men in terms of access to jobs, including senior management, subsequently implementing actions of positive discrimination to solve disadvantages of the past.

The second principle is the growing evidence in academic and business literature that when teams in general and management boards in particular, are more diverse, also in terms of gender, firms experiment a significant business enhancement. Both realities can play the role of market signalling by the firms, in order to capture the attention of a growing crowd of more responsible investors, commercial allies, potential candidates for key job positions, etc.



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] Gender management and diversity policy at work has an important impact on the well-being at work. It is important for public as well as private organisations to pay attention to the cost of occupational stress-related illness of line managers and to design the working context and workplace support interventions built on empirically based knowledge on managers' job situation, gender perspective and the focus on wellbeing at work.





# Research results and conclusion

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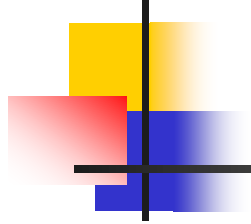
We examined issues related to gender management on the example of big sized international company in the field of machinery industry using the method of interview and questionnaire. With the help of a personal interview and a questionnaire analysis, we found out that there are unequally represented areas in the company. In the company's practice, it is still necessary to work on improving gender representation. Although the company produces in the technical engineering sphere, where there is a greater representation of men, it is necessary for us to break down stereotypes such as that only men are interested in technology; that it is women who are not allowed to do so by their family situation and who have a relationship with this sector who find employment in the selected plant and similar companies.



## Research results and conclusion

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We see reserves mainly in the reconciliation of work and private life; the company is dealing with the issue, but there are still things that can be improved or supplemented. We can recommend better dialogue and communication in the company. Further research will be focused on the employee perception of the gender management, because we can supposed, that there is a difference between the perception of gender principles of employer and employees. Improving the management of gender relations is also a recommendation for other large companies in the Slovak Republic, in which we perceive a similar problem of gender representation. Of course, first and foremost, it is important that businesses do not directly or indirectly discriminate against one sex and make a difference based on what nature has given us.



**THANK YOU FOR YOUR ATTENTION**