Gender Diversity- Critical to Business Success

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Abstract:

The gender diversity leads to organization success in the present era. Diversity spans to gender, caste, background and sexual orientation. For long, issues related to diversity has an impact on IT and technology industry. Studies on gender diversity provides an insight that companies with higher gender, racial, and ethnic diversity have significant financial returns. Organizations accepting diversity at leadership and employee levels are providing more satisfying and effective output. They tend to use innovative ideas and invest in the most compelling issues. The gender gap is obviously the significant issue that needs to be addressed at both higher and entry levels.

It has been observed that women in the present scenario has a smaller role in IT and computing jobs with still lesser representation at senior and executive levels. Thus promoting diversity in the workplace has to be an integral part of an organization, from recruitment to training, promotion and building the future leaders.

Introduction:

For the IT industry, it implies that fighting against the perception that it is a male dominated area and taking direct, significant actions to help the inception of female talent in organizations. For example, introducing career opportunities and focusing on female role models within the industry can motivate the next generation of female leaders. To my perception, women at higher position have a larger responsibility for mentoring and supporting the new entrants in the workplace. As women have to undergo multiple challenges in their career, like having children and managing at the home front, they can benefit from same-gender mentors. Science, Technology, Engineering and Mathematics (STEM) has to be focal area for female students aspiring to develop a career in technology, but it is difficult to develop interest. Therefore women already involved can motivate at education level, as a parent to emphasize that STEM area can be interesting and applied in a way that appeals to them.

There exists higher opportunities for enhancing access for women in IT: not just for introducing ‘cognitive diversity’, but also for creating an inclusive culture for
higher productivity, innovation and effectiveness. The higher diversity we have in the existing situation, the better decisions we can reach at. We need the best talent from the diverse backgrounds to face the threats facing the industry and to grab the opportunities. It is not the responsibility of a single organization to handle the technology’s gender imbalance alone, but it’s up to the sector as a whole to come together to recognize the talent of women. In this era of technology, organizations are under increasing pressure of dealing with digital transformation. There is demand for specialized skills and innovation.

A more open, diverse workforce can provide the solution for this problem facing the industry. Women should be viewed as the solution for lack of innovation and creativity. The qualities which need to be focused are character, innovation, determination and productivity. It doesn’t matter which gender one belongs to. Changing the status quo of a male-dominated industry is obviously not a simple task. It has only been one or two generations since the career options for women in the society have been introduced and therefore breaking this male domination in the industry will take some time. Introducing STEM subjects to women, and making them more appealing, will be a significant challenge in addressing the gender gap within the industry. The issue of STEM is one that more women are opting for skill oriented degrees and that the stereotypes challenges from holding back women are by and by decreasing. At a time where disruption, is a challenge most industries are facing, innovation and creativity are the key. The old ways of thinking are no longer relevant and the industry needs to respond to this new challenges. One way of doing this is to take advantage of the diversified and huge talent being underutilized and untapped: women. Balancing the gender gap is definitely going to have transformative effect on business operations and innovations with introduction of new ideas.

The first step in solving this prevailing issue is to be realize that aiming for ideal solution by investors and entrepreneurs is in fact a reflection on gender-biasedness and results in mostly men gaining access to resources and funding. By continuing to believe in the old approach and maintaining practices associated with it, gender equality will be difficult to achieve.

We need to focus on gender awareness rather than gender neutral scenario. This view will address gender imbalance, examining the gender composition at senior levels, committees and other influential groups in the organization, and assessing the tools and channels used for outreach, recruitment and support of entrepreneurs.

It’s generally a perception that as one moves up the ladder of success in the organization, the lesser chances of seeing a woman in one of those positions. It has been observed that women at that higher level have come up through the finance and management
route, as against the technical route. Technicians are still more likely to be male.

A balanced workplace provides better collaboration and productivity and, by infusing different perspectives together, enables businesses to be more successful, creative and innovative.

Science, Technology, Engineering and Mathematics (STEM) is the best starting place for female students aspiring to develop a career in technology, but the challenge remains that of sustainability and perseverance.

It’s therefore responsibility of educational institutes, parents and women in technology to show and explain that these streams can be interesting and can be used in a way that is exciting and appealing to women. A solution can be that importance of areas like cloud computing and data science can be projected and explained through some of the popular online sites and promos.

Inference: Female opting for Post graduate studies is increasing as compared to under graduate studies.

Diversity and inclusion creates equal opportunities irrespective of gender. If organizations don’t manage diversity in the changing scenario, they’ll get left behind

Diversity bridges the talent gap and requirement for businesses.

This aspect of diversity provides an opportunity to learn and grow simultaneously.

From above perspective, the benefits of diversity are clear and unarguable. But there exists multiple challenges in accepting diversity which need to be addressed.

**Conclusion:**

Diversity is a process and not a goal. But we’ll keep matching the pace, knowing that this is a business-oriented journey benefitting at large our people and our communities.

The term role model is an interesting one. It often sums up the belief that, in order to be a role model, one need to be in a senior position with a successful and a satisfying career behind.

A role model represents a person looked upon by others as an idol to be imitated and therefore the point is ‘what an organization can do to assist them to become a role models?’

Fig: Gender liking for professional field
Assist individuals in growing their network and connecting with others, supporting their interests and achievements and providing them with opportunities to learn, grow, share and mentor to make their role models more perceivable.

Diversity has a significant impact on innovation, creativity and overall productivity, all of which impact business critical factors. Group with a variety of people, with varied experiences and perspectives, will be able to support one another and provide input which otherwise may go unnoticed.

References:
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