

Gender in Management and Economic Fields

**University
of Sousse**



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Gender and Social Management

Henda GHARBI

High Institute of Finance and Taxation
University of Sousse



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Structure of the Text book

- Introduction
- Structure
- Objectives



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Introduction

- Module: notion of gender in social management
- Focuses: latest research related to entrepreneurship and organizational commitment



Tunisian context & High rate of unemployment affecting mainly women

- Aim: to analyze the situation of Tunisian women as an entrepreneur and employee



Course structure

- **Chapter 1:** The gender approach: Why and how to approach it in social management?
- **Chapter 2:** Entrepreneurship by Gender Approach
- **Chapter 3:** The introduction of the gender dimension in the study of organizational commitment

Chapter 1 :The gender approach: Why and how to approach it in social management?

1. Why the current debate on gender?
2. Lighting on gender
3. The different approaches concerning women
 - 3.1 Integration of women in development
 - 3.2 The woman and development approach
 - 3.3 The gender and development approach
 - 3.4 The analytical tools used in the gender approach
 - 3.5 The notion of mainstreaming: an integrated approach to the gender dimension
4. Inequalities of gender

Objectives of chapter 1

- Relaunch the debate on gender in a Tunisian context after revolution,
- Clarify concepts related to gender,
- Present the different gender approaches.



Chapter 2: Gender and entrepreneurship

- 1. Gender as a category of analysis in entrepreneurship research
- 2. Different approaches to women's entrepreneurship
- 3. Brakes on female entrepreneurship linked to gender stereotypes
- 4. Gender and entrepreneurial intent in academia



Objectives chapter 2

- Show that the field of entrepreneurship is influenced by gender inequalities,
- - Define the concept of entrepreneurial socialization and show the role of gender interactions in the development of the entrepreneurial,
- - Address the different approaches to women's entrepreneurship (the managerial, behavioral and cultural approach)
- Identify the obstacles faced by the female entrepreneurship,

Chapter 3: Gender and Organizational commitment

- 1/ The place of women in the organization: The system of quota and parity.
- 2/ The gender dimension in work on organizational commitment Does the leader's gender have an impact on the organizational commitment of employees?
- 3/ What methodology was adopted for the study of organizational commitment by gender?



Objectives chapter 3

- Introduce the gender dimension in the study of commitment
- Try to understand if the gender of the leader has an impact on employee engagement
- Evaluating the commitment of women according to a qualitative approach





Gender Application in Social Management

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The structure of the manual

- Introduction
- Instruction for use
- Constitution of the guide



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Instruction

- The manual is a guide for students. It offers a set of activities in different forms (exercise, case study, article discussion and quiz) allowing students to better assimilate the contents of the text book.
- The activities are divided according to the advanced chapters at the course level. Each activity module deals with the key concepts already seen at the course level.

Constitution of the guide and content elements

- **Module 1:** The gender approach: Why and how to approach it in social management?
- **Module 2:** Entrepreneurship according to the gender approach
- **Module 3:** The introduction of the gender dimension in the study of organizational commitment

Module 1: The gender approach: Why and how to approach it in social management?

?

- **1 Clarification of concept.**
 - Exercise « brainstorming »
 - Questions and answers on the concepts relation to gender relations (Unesco document)
- **2. Les différentes approches de genre**
 - Exercise « mind mapping » about the integration of women in development
 - Discuss the article about « Gendermainsterming »
 - Exercise « Brainstorming » on the needs analysis
- **3. Les inégalités observées dans les lieux de travail**
 - Case study on gender inequalities

Module 1: The gender approach: Why and how to approach it in social management?

- **1 Clarification of concepts.**

1.1 Brainstorming

1.2 Questions and answers on the concepts relation to gender relations (Unesco document)



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EXERCISE: ***Brainstorming***



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EXERCISE: Brainstorming



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EXERCISE: Brainstorming

Statement: Men and women can never be equal because they are biologically different!

Objective: To help participants reflect on the possibility that a woman might be in a profession that has been long occupied and practiced by man.

Interest of this exercise is to analyze the perception we have about men occupations exercised by women.



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Reflection questions source:



Reflection questions Source,

Unesco http://portal.unesco.org/shs/fr/ev.php-URL_ID=3941&URL_DO=DO_TOPIC&URL_SECTION=201.html



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Module 1 Reflection Questions on Gender Relations

1/ In what sense do we use the term "gender"?

2/ In what sense do we use the notion of "gender equality"?

3/ In what sense do we use the notion of "gender equity"?

4/ What is it "gender analysis"?

5/ In what sense do we use the notion of "generalization of gender analysis"?

6/ In what sense do we use the notion of "empowerment"?

Module 1: The gender approach: Why and how to approach it in social management?

2. The different gender approaches

2.1 Exercise: Mind mapping

2.2 The integrated approach "the gendermainsterming"

2.3 The needs analysis.



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Exercise : Mind mapping.



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Exercise

- **Topic:** The gender and development approach, launched in the 1970s, aimed to integrate women into development. This approach proved inadequate.
- **Work to do:**
 - 1/ Build the mental map that allows you to answer the subject.
 - 2/ Once the map is complete, write your answer. For each box of the mental card. You write the corresponding paragraph in the window.

Build the mind mapping.

- The use of mind mapping allows students to better communicate, collaborate, memorize, organize, predict, take notes and better develop their creativity.
- To help students construct the map, two sources are available:

wikigender : <http://www.wikigender.org/fr/wiki/les-indices-de-genre/>

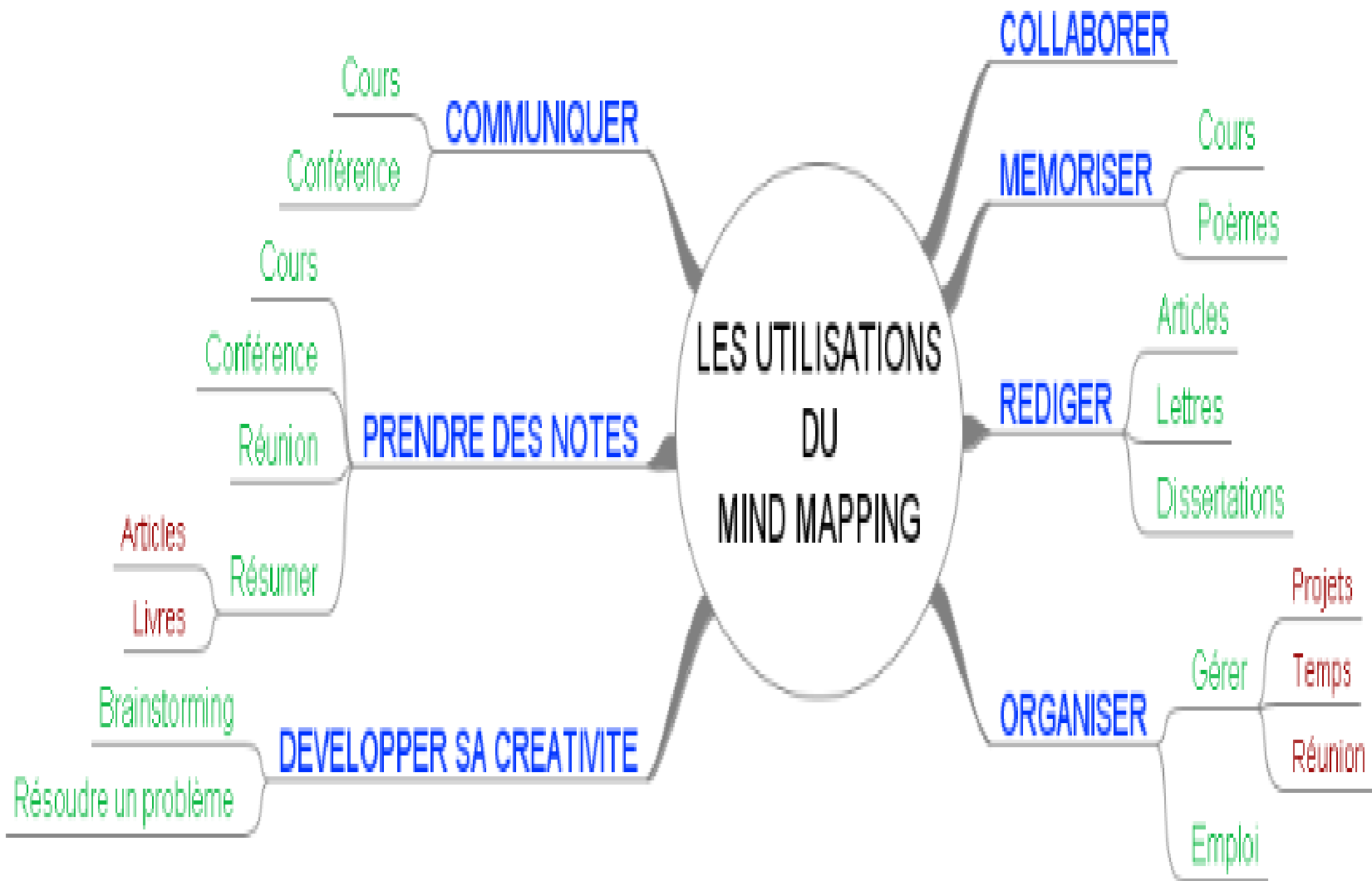


Wikimind: <http://formerplushaut.com/wikimindmap-pour-creer-une-carte-heuristique-topogramme-a-partir-dune-recherche-sur-wikipedia/>



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Discuss the article:
The Gender
mainstreaming :true
in theory, wrong in
practice?



Discuss the article

- **Statement:** Gender mainstreaming: true in theory, wrong in practice?
- **Instructions:** Based on the article by Geneviève Fraisse et al (2008), students are led to analyze the theoretical and practical contributions of (gendermainstreaming).
- **The objective:** The study invited to make a distinction and complementarity between gender mainstreaming and specific gender equality policies.



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***GENDER MAINSTREAMING : ANALYSE DES ENJEUX D'UN
'CONCEPT-MÉTHODE'***

Introduction

Sandrine Dauphin, Réjane Sénac-Slawinski

L'Harmattan | « Cahiers du Genre »

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<https://www.cairn.info/revue-cahiers-du-genre-2008-1-page-5.htm>

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DOI 10.3917/cdge.044.0005





EXERCISE: ***Brainstorming***



EXERCISE: Brainstorming

Practical needs
to give fish to someone



Strategic interests
Teach him how to fish



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EXERCISE: Brainstorming

Statement: What are the differences between the notions of practical needs and strategic interests? What kind of need does the woman seek to ensure her autonomy? Give examples by referring to a context or profession.

Objective: To show that men and women have different tasks, roles and responsibilities and live in different social and economic conditions. This is how the needs of women differ from those of men.

Interest of this exercise is to analyze practical needs and strategic interests of Tunisian women living in different environments



Case study:
"Professional equality between women and men" Source : Landrieux-Kartochian S. (2004), *Plafond de verre et gestion de carrière des femmes cadres: analyse comparée du cas d'une grande entreprise de conseil* Thèse de Doctorat en Sciences de Gestion, Université Paris-I-



EXERCISE: cas study

- **Case content (10 pages):** This is a case containing interviews of women who are asked about their professional careers in a consulting firm.
- **Objective :** The Case Study examines the opportunities and obstacles of women's professional development within a consulting firm.
- **Interest of the case** is double. It allows students to clarify the phenomenon of “plafond de verre” on the one hand. On the other hand, it encourages students to use the content analysis tool at the interview exploitation level.

Module 2 :Entrepreneurship and gender

1. The contribution of study of entrepreneurship according to the three approaches

- Discuss articles dealing with entrepreneurship according to the three approaches

2. The brakes of a female entrepreneur

- Exercise of cause and effect (construction of an Ishikawa diagram)



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Discussion (articles or book chapters)



“Discussion articles or book chapters”

A comparative analysis of the three perspectives:

- Traditionnelle
- Feminist
- Perspective gender

The reading of the articles is done by referring to the following table which tries to analyze the following parts:

- Epistemological
- Theoretical
- Methodological
- Result



“Discussion articles or book chapters”

	Dimension	Traditional research	Feminist research	Gender research
Epistemology				
Methodology				
Empirical				
Contributions				



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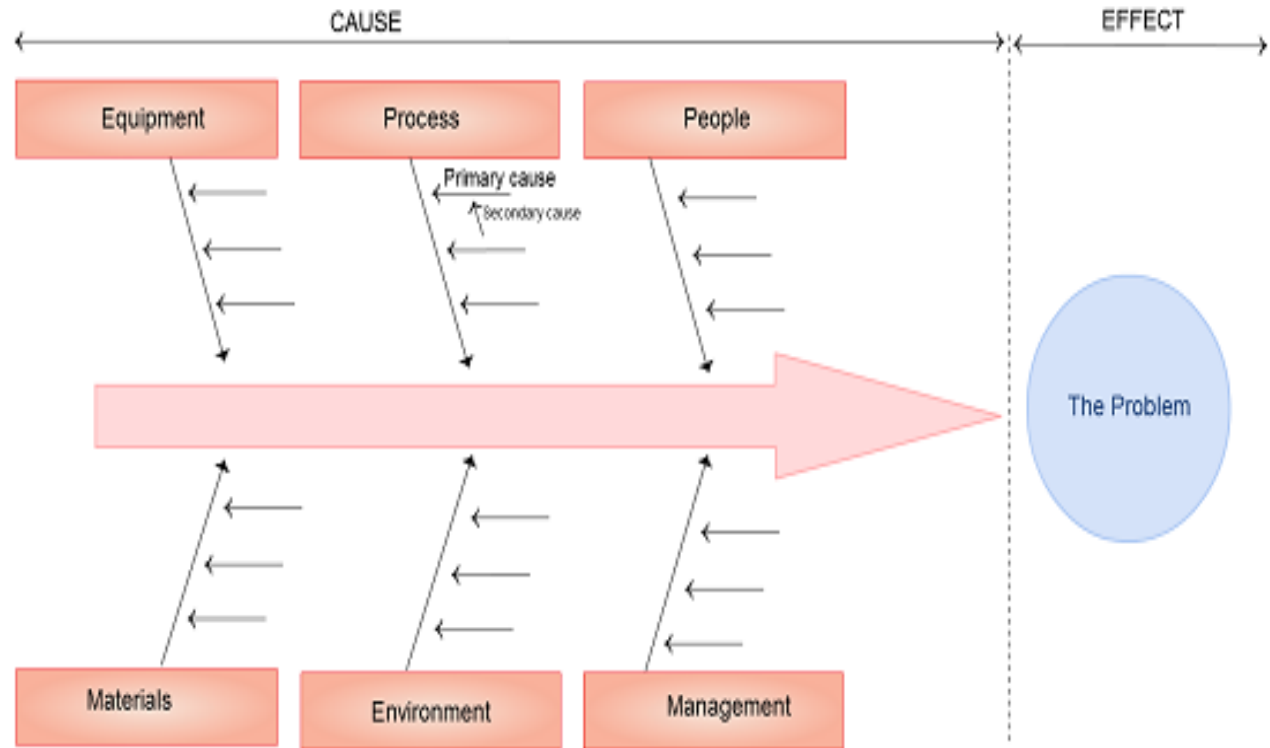




What are the causes of failure of a Tunisian woman entrepreneur? To answer this question we will use the ishikawa diagram to treat the causes according to materials, hands of works, medium methods and material.



Build diagram D'Ishikawa





Can we talk about a push motivation or a pull motivation to a Tunisian women entrepreneur?



Module 3 : Organizational commitment and Gender

1. The contribution of the gender approach in the study of organizational commitment:

- Question : Does the leader's gender have an impact on the employees' organizational commitment?

1. The contribution of qualitative methods in the study of the organizational commitment of women

- Discuss the article

[:https://www.yumpu.com/fr/document/view/16789433/el-gharbi-h-ben-hassine-a-lapport-des-methodes-trigone](https://www.yumpu.com/fr/document/view/16789433/el-gharbi-h-ben-hassine-a-lapport-des-methodes-trigone)



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