

Opportunity to contribute to books on

Gender Equality as a Challenge for Business and Management Education

Editors:

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AS PART OF THE PRME (PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION) BOOK SERIES

Book 1: Integrating Gender Equality into Management Education

Greenleaf Publishing invites contributions to a forthcoming title, which will be the first in a series on **Gender Equality as a Challenge for Business and Management Education**, which is a part of the activities carried out by the **Principles of Responsible Management Education (PRME) Gender Equality Working Group**. Contributions are sought from academics, practitioners, policymakers, businesses, institutions and organizations.

The mission of the UN Principles for Responsible Management Education (PRME) initiative is to inspire and champion responsible management education, research and thought leadership globally under the auspices of the United Nations. The Women's Empowerment Principles (WEPs), initiated by the UN Global Compact and UN Women, are a set of principles for business offering guidance on gender equality in the workplace, marketplace and community. The PRME Working Group on Gender Equality was launched with a mission to bring together academics and employers to provide support and resources for integrating gender issues and awareness into management education, and to foster related research to facilitate respect and support for PRME and the UN's Women's Empowerment Principles.

Book 1 will address the need to integrate gender equality into management education and provide examples of initiatives illustrating how this may occur from various disciplinary and global perspectives. Gender inequality has a long history in business schools and in the workplace, and traditions are hard to change. Across disciplines, the scope and quantity of materials relevant to integrating gender issues into the curriculum varies. While no discipline is exemplary, there are pockets of work on gender in diversity and selective other

courses in institutions. However, critical issues remain: some disciplines remain resolutely gendered, affecting both men and women; case materials on women leaders and managers are still rare; and faculty are often unaware of how to access the related materials that do exist.

The book will be an edited collection, which provides conceptual and research rationales as to why responsible management education must address the issue of gender equality. It will also identify materials and resources that will assist faculty in integrating gender issues and awareness into a variety of disciplines and fields. These will include, for example, specific case studies, syllabi, texts, and good practices or innovations that assess or otherwise address the role of gender in various educational environments. The book is designed to help faculty integrate the topic of gender equality into their own teaching and gain support for the legitimacy of gender equality as an important management education topic in their institutions.

The distinctive features of this book are that it will:

1. identify the rationale for inclusion of gender equality in responsible management education;
2. explore the challenges of integrating gender equality into management education and how they can be overcome
3. provide examples of learning and teaching resources which address gender inequality from a range of disciplinary perspectives; and
4. discuss the issues in terms of the responsibility of management educators to set new management, research, institutional and intellectual agendas on gender equality.

Scope and possible structure

The topic list below is suggestive of the range of categories under which we are accepting contributions. The list is not exhaustive, however, and the editors welcome topics not mentioned here that contribute to understanding of integrating gender equality into management education from various disciplinary, geographic and organizational perspectives.

I. Why is gender equality important to responsible management education?

- History of (in)equality or exclusion in management education
- Rationale(s) for inclusion of gender equality in management education
- Conceptual, theoretical, empirical contributions on

the importance of gender equality in responsible management education

- Business perspectives on the inclusion of gender equality in responsible management education
 - Effects and outcomes of exclusion/inclusion of gender equality in management education
- ##### II. What are the challenges of addressing gender equality in management education?
- Reflexive accounts of affecting change and overcoming challenges
 - Critiques of current management education
 - The role of leadership in addressing gender equality in responsible management education

- Feminist critiques of management education, e.g. pedagogies/structures/curricula
- Societal and economic challenges of integrating gender equality into management education
- Analysis of discord or problems in integrating gender equality into management education
- Interdisciplinary/disciplinary innovation
- Disciplinary perspectives
- Gender equality philosophies and cultures within schools
- Leadership and partnership opportunities
- Initiatives to improve gender equality in schools themselves, e.g. hiring, promotion

III. Development of gender equality in responsible management education

With contributions placed in the wider context of gender equality, together with the organizational context and culture, we seek specific examples and cases of:

- Course- and/or module-level curricula and innovation
- New program models and curricula
- Accreditation
- Executive education

IV. What lies ahead?

- Educational agendas
- Management research agendas
- Business and organization agendas
- Relationships between management education and business
- Intellectual agendas
- Reasons for optimism in gender equality in responsible management education

Contributions

This project aims to develop a comprehensive understanding of the topic. As such, submissions based on different approaches, whether reflexive, empirical, hands-on or applied theory, will be considered. Conceptual and theoretical papers should be between 4,000 and 6,000 words. Case studies should be between 2,500 and 4,000 words in length, and contributors should ensure that cases are placed in the broader context of management education, and the relevant discipline and institution, as appropriate. The editors are particularly interested

in chapters that critically evaluate illustrative examples of curriculum development and materials from a range of disciplinary, global and institutional perspectives. Papers must be submitted, without exception, as per the editorial guidelines, [available from Greenleaf Publishing](#). Potential contributors may be academics, practitioners, policymakers, or from businesses and institutions. Contributors are encouraged to visit the [PRME Gender Equality Working Group's website](#) for further information.

Please submit abstracts of no more than 1,000 words, together with a CV, to Rebecca Macklin, no later than 1 June 2013 Rebecca.macklin@greenleaf-publishing.com

Book 1 schedule/timeline

Abstract submission	1 June 2013
Selection of abstracts and contact with successful contributors	no later than 1 August 2013
Optional workshop for authors attending the 2013 PRME Summit in Bled, Slovenia	25–27 September 2013
Full chapter submission	1 November 2013
Revised chapter submission	1 March 2014
Publication	Fall 2014 (provisional)

Book 2: Gender Equality in the Workplace

Book 2 will address the issues of gender equality in the business and organizational context, and will be a collection of case studies, innovations and good practices, which illustrate initiatives and developments in gender equality in business rather than management education. The call for papers for

Book 2 will be discussed at the 2013 PRME Summit in Bled, Slovenia, on 25–27 September 2013 and disseminated in October 2013. Details and deadlines for submissions for this title will be communicated to authors at a later date.

Points of contact

Further information

For further information, or to discuss ideas for contributions, please contact the Editors:
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Contribution guidelines

Contribution guidelines can be found [on the Greenleaf website](#).

Abstract submission

Send abstracts for Book 1 (of no more than 1,000 words), together with a CV, as email attachments direct to Rebecca Macklin: Rebecca.macklin@greenleaf-publishing.com

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