

The PRIME logo is displayed in large, white, bold, sans-serif capital letters against a background of a blue sky with clouds and a wind turbine. The letters are slightly shadowed to give them a three-dimensional appearance.

PRIME



United Nations Global Compact

Addressing Gender Equality Issues in Management Education and the Workplace

***PRME Gender Equality Webinar
November 30, 2012***

Led by the Co-Facilitators of the PRME Working Group on Gender Equality

Patricia M. Flynn, Bentley University, USA. pflynn@bentley.edu

Kathryn Haynes, Newcastle University Business School, UK,
kathryn.haynes@newcastle.ac.uk

Maureen A. Kilgour, University de St-Boniface, School of Business
Administration, Canada. mkilgour@ustboniface.mb.ca

and

Jedediah Fix, Coordinator, PRME Secretariat, fix@unglobalcompact.net



PRiME



Agenda

- ❑ Introduction to the PRME Working Group on Gender Equality
- ❑ The Global Repository Project

Types of Resources

By Discipline: Leadership

By Discipline: Accounting and Finance

- ❑ Current Activities: Phase II in Progress
- ❑ Looking Ahead
- ❑ What YOU can do to Help

- ❑ Additional Q&A



PRiME

Principles for Responsible Management Education

UN-backed initiative to change the **curriculum, research and learning methods** of management education based on UN Global Compact principles/ Corporate Sustainability approach

Launched in 2007

6 Principles <http://www.unprme.org/the-6-principles/index.php>



PRiME



United Nations Global Compact

Women's Empowerment Principles (WEPs)

- Launched by UNIFEM (now UN Women) and UN Global Compact in 2009.
- Goal: To “help the private sector focus on key elements integral to promoting gender equality in the workplace and community.”
- 400 + CEOs have signed letters of commitment.



Mission of the Working Group on Gender Equality

- Bring together academics and employers in order to provide support and resources for integrating gender issues and awareness into management education, business school curricula, and related research to facilitate respect and support for the WEPs and PRME.
 - Specifically links to 3 of the 7 WEP Principles:
 - #4. Promote education, training and professional development for women .
 - #5. Implement enterprise development, supply chain and marketing practices that empower women.
 - #7. Measure and publicly report on progress to achieve gender equality.
- Go beyond the current restrictive paradigm of diversity and equal opportunity to fully integrate gender into management education.



Goals of the Working Group on Gender Equality

- ❑ Develop a network of academics, employers and other stakeholders interested and engaged in the integration of gender into management education.
- ❑ Create a global repository of resources to facilitate the integration of gender issues into management education.
- ❑ Advocate for new research and case studies and the dissemination of knowledge on the gender issues.
- ❑ Collaborate with other PRME partners and working groups to encourage the integration of gender issues into their activities.



Initial Project of the PRME Working Group on Gender Equality

- ✓ Creation of an easily accessible Global Repository of links and information to assist:
 - faculty (across a range of disciplines) in the integration of gender issues into management education, and
 - employers (across a range of industries) in promoting gender equality in the workplace.
- Three Major Components of the Repository
 - Teaching Materials and Resources (e.g., Syllabi, Case Studies, Texts. Also Supportive Organizations, Programs and Subject Experts)
 - Research Materials
 - Good Practices and Innovations
- Will help to identify gaps in available resources, that can be the focus of future Working Group activities.



Repository Development and Launch

- Phase I (AY2011/2012):

- ✓ Focused primarily on teaching materials.
- ✓ Established an international group of Repository developers and coordinators.
- ✓ Created dedicated Wiki Space on PRME website.
<http://prmegenderequalityworkinggroup.unprme.wikispaces.net/Resource+Repository>
- ✓ Officially launched the Gender Equality Repository at the 2012 PRME Global Forum, June 14-15, 2012, in Rio de Janeiro.



Repository Phase II (AY 2012/1013)

❑ Recruit more Developers and Coordinators

- Add disciplinary categories
- Expand the base of teaching materials and resources

❑ Identify and post information on:

- Research on gender issues
- Good practices and innovations in integrating gender issues into management education, and promoting gender equality at the workplace

❑ Market the Gender Equality Repository

- To business schools deans and faculty
- To academic professional associations
- To PRME corporate signatories



Repository Subgroups by Topic

- ✓ Accounting & Finance
- ✓ Corporate Governance
- ✓ Corporate Social Responsibility
- ✓ Economics
- ✓ Entrepreneurship
- ✓ Finance
- ✓ History & Anthropology of Gender, Business & Finance
- ✓ Law
- ✓ Leadership
- ✓ Management
- ✓ Marketing
- ✓ Negotiation
- ✓ Non-Profit Management
- ✓ Operations Management



PRIME



Examples of Types of Resources Available in the Repository

- Case Studies

- “Unilever’s ‘Real Beauty’ Campaign for Dove”, R. Fernando & D. Purkayastha, 2007. ICMR Center for Management Research, India. <http://www.caseplace.org/d.asp?d=1190>
- “Shifting the Diversity Climate: The Sodexo Solution,” D. Thomas & S. Creary, 2011. Harvard Business School. USA. <http://www.caseplace.org/d.asp?d=6293>.

- Syllabi

- “Gender Perspectives in Economics Analysis: Macroeconomics, Public Finance, Trade & Investment,” Prof. C. Grown. Spring 2011. American University. USA. <http://www.unprme.org/resource-docs/Econ575GenderPerspectivesinEconomicsAnalysisGrownS11.pdf>
- “Women in Organizations,” D. Bilimoria, 2006. Weatherhead School of Management, Case Western Reserve University. USA. <http://www.caseplace.org/d.asp?d=1892>

- Texts

- F. Mort, 1996. *Culture of Consumption: Masculinities and Social Space in Late 20th Century Britain*, F. Mort, 1996. Routledge, London. http://books.google.co.uk/books/about/Cultures_of_Consumption.html?id=R_ONAAAAQAAJ
- *Diversity in Organizations*, M. Bell, 2007. Thompson. ISBN: 032302576



Examples (cont.)

- Resources

- Gender Value Chain Guide,” M-K Chan, 2010. Bill & Melinda Gates Foundation. <http://www.gatesfoundation.org/learning/Documents/gender-value-chain-guide.pdf>
- Aletta Institute for Women’s History. The Netherlands. <http://www.aletta.nu.aletta/eng>
- International Labour Organization (ILO), Center for Gender Equality. Switzerland. <http://www.ilo.org/gender/lang--en/index/htm>
- FEMNET: The African Women’s Development and Communication Network. Kenya. <http://www.femnet.or.ke>
- The Women’s Foundation. Hong Kong. <http://thewomensfoundationhk.org/main/home.php>
- Council of Europe: Equality between Women and Men. http://www.coe.int/T/ehuman_rights/equality/default_en.asp
- Aspen Institute Center for Business Education. USA. <http://www.aspenbe.org>



Repository Demonstration by Discipline: Leadership

<http://prmegenderequalityworkinggroup.unprme.wikispaces.net/Resource+Repository>



Repository Demonstration by Discipline: Accounting & Finance

http://prmegenderequalityworkinggroup.unprme.wikispaces.net/file/view/PRME_Gender_Repository_Accounting%26Finance.pdf



Current Activities

Phase II: In Progress

- ❑ Expand Repository
 - ❑ Research
- ❑ Good Practice & Innovations



PRIME



“Help Wanted”

- ❑ We need more Coordinators and Developers, especially in the following disciplines:
 - ❖ Finance
 - ❖ Quantitative Methods
 - ❖ Sociology
 - ❖ Engineering
 - ❖ Information Technology (IT)
 - ❖ Natural Sciences
 - ❖ Political Science
 - ❖ Other



The “Research” Component

- ❑ Expand the repository to include research component in each of the disciplinary fields
- ❑ Limits & scope
- ❑ Facilitate a [global repository](#) of resources for integrating gender into management education and research, and
- ❑ Advocate for new research and the dissemination of knowledge on the integration of gender issues into management education
- ❑ Research on:
 - How gender equality is being addressed in management education;
 - How gender is taught in leadership courses;
 - Ways in which gender is being addressed in the workplace; and
 - Ways in which gender is being addressed in Colleges/universities.



The “Good Practices and Innovations” component

- ‘Good’ practice not ‘best’ practice
- Examples and case studies of good and innovative practices in relation to:
 - Implementing in school curricula and programs;
 - Implementing in the organization of business and management schools themselves;
 - Management educators sharing/working with other organizations; and
 - Management educators learning from other organizations.



Looking Ahead

- The PRME Gender Equality Working Group will advocate for:
 - New research and case studies to facilitate the integration of gender issues in management education;
 - Global dissemination of knowledge on good practices and innovations that foster gender equality at the workplace.



Repository Phase III (AY2013/2014)

- ❑ Identify the major gaps in the teaching and research materials available on gender issues in management education.

- ❑ Work with PRME to identify corporate signatories who may:
 - ❑ fund curriculum development and/or research in areas where gaps exist on gender equality;
 - ❑ provide information on good practices and innovations in fostering gender equality at their workplaces; and
 - ❑ offer their organization as the site of a potential case study.



What YOU Can Do to Help

- **Volunteer to coordinate or assist in developing a new disciplinary area.**

⇒ Contact: pflynn@bentley.edu

- **Provide additional resources to the Repository, by contacting the discipline “coordinator”**

⇒ Contact names and information is available at the Repository website: prmegenderequalityworkinggroup.unprme.wikispaces.net/Resource+Repository. e.g.,

- **Leadership**

- Gudrun Sander (U. of St. Gallen, Switzerland; Dianne Bevelander (Rotterdam SOM, The Netherlands).
Gudrun.sander@unisg.ch

- **Operations Management**

- Deanna Kennedy (U. of Wash Bothell, USA). Dkennedy@uwb.edu

- **Management**

- Camilla Quental (Audencia Nantes SOM, France) . cquental@audencia.com



What YOU can do (cont.)

- **Join an existing disciplinary based group**

 - ⇒ **Contact the disciplinary coordinator (see previous slide)**

- **Identify potential alliances and partnerships with employers and other organizations that can help the Working Group on Gender Equality achieve its goals.**

 - ⇒ **Contact any of the Working Group co-facilitators (see slide 2)**



Contact Us

For additional information on PRME and the Working Group on Gender Equality contact one of the Co-Facilitators, or :

Jedediah Fix, Coordinator, fix@unglobalcompact.net

PRME Secretariat

c/o Foundation for the Global Compact

801 Second Avenue, 2nd Floor

New York, NY 10017

