The stereotype as a constitutive element of the values of women in business and the labor market

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ABSTRACT

Stereotypes associated with excessive simplification, generalization and relegating valuation category affected. The purpose of this article is to show that stereotypes as necessary relationships generalizations, may also fulfill a positive role and be useful in the process of building awareness of the affirmation of women in business, in particular through the model of the complementarity of the values of gender, which concerns the relationship between the values of women and male.

Keywords: Stereotypes; the values of women; business; the labour market

1. INTRODUCTION

The contemporary cognitive approach is based on research conducted in the last century. For the first time the concept of stereotype has been used in 1922 by the author of "Public Opinion," Walter Lippmann, according to which images created in human minds cause that to every category specific features, roles, activities and behaviors are being attributed to the gender and make up the stereotypical "image" of men and women [1]. This traditional approach was confirmed by Gordon Allport (1954), and his hypothesis that "the human mind must think with categories" has been repeatedly confirmed and studied in the
second half of the twentieth century. Finally, empirical studies have confirmed that the mind must think in terms of, for grouping people according to simple categories reduces the effort required to understand them and interact with them [2].

2. STEREOTYPICAL DIVISION OF ROLES

Leaving aside the controversy between the extreme positions, treating stereotypes as a manifestation of conservatism, and their absence - the absence of a communication, often a criterion other social skills is to adapt to the role of the designated gender. It seems, therefore, that the stereotypical roles of men and women's social professions to which they are predestined members of and particular gender is rooted in beliefs about cognitive skills [3].

Parts of popular and stereotyped opinions not always confirm scientific researches. The test results diminish eg. the differences in verbal abilities in girls and boys, in terms of perception and spatial visualization at women and men, or technical talents versus the humanities among both sexes [3]. However, there are reaserches which suggest that stereotypes strongly influence on the selection of occupation in the labor market, for example stereotype that assigns men for technical studies and humanities for women. The segregation preceding the market penetration of the work takes place still at the stage of the early education, in terms of the preferred profession by parents for a child. Apart from the profession of a doctor or a lawyer, which were indicated regardless of gender - the preferred choice for boys was related to the area of computer science and engineering, and the daughters of the humanities. In other words, the elections were heavily conditioned by the sex of the child [4]. Preferences of mothers have the "character decidedly traditional" and "occupational segregation by gender is clearly anchored in the minds of the women themselves" [5].

3. THE APPRECIATION OF THE FEMALE GENDER

The phenomenon depending on the context of social science, among others, described T.S. Kuhn (1963), who argued that the research community providing a method, research skills or assumptions procedure creates a paradigm within which he works. This makes that the development of knowledge is related to the hierarchy of values of the society within which developed into an institutionalized structure conceptual. Conducted after the international financial crisis, the analysis of the last years indicate a significant change in economic conditions, social processes and values of the societies which have fundamental importance also for the business environment companies. Since the times of economic crisis, people have for trust only every fourth company, and expressed disappointment at the way the rule both governments and businesses [6]. Research conducted by J. Gerzema and D'Antonio, using the world's largest panel of survey Brand Asset® Valuator emphasize that the current business can observe the formation of a new paradigm, based on specific values and talents traditionally associated with women [7]. Based on a solid foundation methodological report included a large-scale study, which encompassed sixty-four thousand people on several continents, in 13 countries, accounting for 65% of global gross domestic product. The results indicate that women now are more and more combined with values such as: intuition,
empathy, cooperation, flexibility, focus on community and social responsibility, caring and thoughtfulness. Currently, two thirds of the people in the fastest growing countries in the world believes it's time for a big change and we should appreciate the value of the specific characteristics and abilities of women, represented by men and women who think like women [7,8]. In addition, women's willingness to cooperate, reach a compromise, the action multitasking and egalitarian teams, in symbiosis with the natural male abilities such as thinking linear, focus on goals, concentration on the current task, let should increase the flexibility and innovation of enterprises and may have a significant impact on organization management, career and change [6-8]. "Studies indicate that persons occupying a specific position start to behave according to the stereotype. In short - men performing female professions (eg. employees administrative) reprogramming the feminine style of management. Women carrying male professions (eg. high-level managers or traders) begin to reprogram the typically male behavior (...). In the longer term, if women defend their values, this will probably affect to the behavior of the male part of the management and supervisory boards and that emergences of a new quality - the feminization of values and behavior management. And it will be for the benefit for companies and employees" [9].

This psychological element modeling and know-how, adequately introduced to the organization, may constitute its strength and competitive advantage. In fact, management styles of men and women differ, and the introduction of women values to the culture of companies is the crowning argument influencing the benefits of diversity team and the coexistence of both models brings synergy and full efficiency. Each gender has its value. Their identification and elicitation on the basis of the business contributes to creating economic value of the company. It is well known that the presence of women at conferences and meetings in the male group in business influences the commutation of customs, and the discussions include more importance to the fact the soft aspects of management and focus on the relationship with the people [10]. Currently, the specific needs of enterprises operating in a changing environment imply the need to implement their economic goals and creating financial value taking into account the identification of areas and the characteristics and attitudes resulting from the model of the complementarity of the values of gender, and identified in the context of the conceptual framework currently emerging new paradigm of appreciation of the value of which are identified as the values of women.

4. THE MODEL OF THE COMPLEMENTARITY OF THE VALUES OF GENDER

At present, indicates that we are participants in the process of a broad transformation occurs because the profound changes in gender roles of men and women. According to some, traditional roles, where the woman is a housewife, and a man earns to support his family, along with a strictly patriarchal family model gone to the past, thereby is changing a position of women in the labor market and in business. This implies the benefits of strengthening economic activity of women and taking the highest managerial functions in the companies for them. On the other hand, according to the research, nearly half of the adult Polish men and women personally prefer the traditional family model in which gender roles are more or less clearly divided between paid work assigned more men and taking care of home and children, attributed to more women [11]. This above indicates that for many people work is not autotelic value associated with the implementation of their own aspirations, but a simple
economic necessity [4]. It seems that this is particularly the case in women's professional activity which do not have the possibility of implementing a career path involving more or less spectacular overcome certain levels of the hierarchical ladder in the company, combined with the gradual professional development. The research also shows that 37 % of men and 52 % of women in Poland declares their willingness to give up work to take home and children, if only your spouse or partner earned enough to support his family [12], in particular, the period when in house are children under three years of age [13].

5. CONCLUSIONS

The values that women bring to business and the labor market can contribute to more efficient work teams, in terms of bringing their diversity and different from men, but valuable soft skills. Note the legitimacy move away from thinking about gender in the context of stereotypes, which carry a pejorative tinge to the values that represents gender. The model of the complementarity of the values of gender abolishes the dichotomy and exterior stereotypical approach to gender, also on the basis of the business. It should be noted that the hierarchy of women and men is subject to change. Assuming that paradigm, stereotype, myth or metaphor are the elements that constitute the historically variable after the value of a particular gender, in practice, in the long term, the system can evolve towards a society without gender, constructing a definition of values, which for all are considered to be universal and above categories of gender in the sense of a man and woman. In other words, eg. the values traditionally attributed to women, and represented by men, will not be included in the directory of women, but common and universal.

References


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