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Gender Stereotypes in Corporate India: A Glimpse

By Sujoya Basu

Response Books, New Delhi, India, 2008. Paperback. Book Condition: New. First Edition. A stereotype is a conceptual image that may lead to a simplified view of a person or a thing. Inaccurate stereotypes serve to constrict and limit vision and perception. Gender Stereotypes in Corporate India: A Glimpse explores the theme of `understated` gender stereotypes in the corporate domain in India, while delving into the antecedents and outcomes. Studies suggest that only an insignificant percentage of women managers ever reach the higher echelons of management in most organizations a phenomenon which can be attributed to the glass ceiling, and the differential treatment meted out to women managers in terms of career mobility, recruitment, evaluation, compensation and other factors. Studies also suggest that gender stereotypes contribute largely to such phenomena. Through three broad studies, the book, a first of its kind, explores existing managerial gender stereotypes in Indian corporates, the antecedents of such stereotypes and the possibility of reducing such stereotypical inaccuracies. The book argues that a basic transformation at the level of policy making, along with a collective will for changing the mindset of the people, is needed to overcome gender differences in organizations as well as educational institutions. This book...



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