

## **Gender Equity and Diversity in Management**

Gender, equity, and diversity are three significant aspects of the management of an organization. Gender equality entails the broader equality among men and women in the workplace. Gender equality is characterized by equal pay for work, removal of gender barriers, and discrimination on the basis of gender in management. Equity entails the practice of fairness and impartiality in the management irrespective of people's position and status. Equity brings transparency and equal access to opportunities in the workplace. Diversity, on the other hand, entails the capability of attracting a diverse workforce in the management irrespective of their gender, age, religion, race, and background. Embracing diversity is a very significant aspect that is practiced by many organizations in contemporary society.

Gender equality is a very instrumental element that must be institutionalized in the management of an organization. According to the recent Global Gender GAP Report, less than 30% of women occupy management positions compared to their male counterparts. According to Inglehart, Norris & Ronald (2003), there is still huge gender parity in many organizations which is characterized by lack of opportunities, poor pay, and limited promotion for women compared to men. Notably, respecting gender in management contributes to huge benefits to an organization. Firstly, gender equality increases management performance due to the strengthening of diversity which is key during the decision making process. Secondly, recruiting more women is key to minimizing the costs of turnover. As such, a firm is likely to achieve retention of staff if they practice gender diversity. Additionally, statistics show that gender

equality enhances communication between management and workers hence increasing performance and cooperation in the organization (Schein, 2001).

Equity in management can be achieved by treating all employees equally without the favor of specific individuals or groups. Many companies globally are characterized by a neglect of the minority groups which encompasses women and people with disability. This results to pay gaps and lack of equal rights in the management of a firm. Companies that have strengthened equity in the management tend to attract talent in society. Professionals get attracted to working environments that pursue workplace equity and respect employment laws protecting employees. Equity also promotes employee retention because of the respect and motivation it offers to each individual worker. Likewise, equity tends to enhance the breadth of diversity in management as each individual is capable of getting a management position within the organization (Butler, 1998). Finally, firms that have institutionalized equity have good and reputable organizational culture that not only attract top talents but also promotes teamwork and cooperation among the management team.

Diversity, on the other hand, is so vital organizational aspect, especially for multinational organizations. In today's globalized economy, companies must embrace diversity in management to manage the increase in competition within various industries. White (2009) argued that many successful and giant global organizations tend to employ diverse personnel due to their positive impacts during the decision-making process. Diversity helps a firm be more innovative and creative. Diverse employees have a broad base of cultural experience hence brings innovation into the organization. Diversity strengthens cultural intelligence by increase management opportunities and valuing of other cultures within the organization. An organization is also likely

to retain valuable and skilled employees if they practice diversity in their management (White, 2009).

In fact, customers prefer to engage with diverse companies due to their respect for the backgrounds of their staff. Lastly, diversity in management is a crucial strategy for the expansion and growth of an organization in the global stage.

## References

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