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Abstract of Diploma Thesis

Gender stereotypes - Career Development in Russia

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SUMMARY

Career is the most important component of human life, of successful life, it is developing the person and personality; career gives material and psychological means of existence. However, gender studies have clearly demonstrated, that in consciousness still exists quite a stable representation of the profession division by gender. Both men and women, who are interested in career development, are going to the target or revise priorities, taking into account a number of factors. Misunderstanding by family or friends, lack of confidence as well as stereotypes, significantly correcting career aspirations.

Widely distributed in the business environment - myth those destinies of women are children, home and kitchen. Although women leaders are not uncommon in society, because of the stereotypes, they distrust. At the same time, from men in society certainly, there's an expectation of social success, high position and big income.

Formation of gender stereotypes in modern Russian society has a significant impact on the professional activity and also social opportunities. This diploma thesis aims to explore and analyze the key factors that affect the careers of women and their relationships in the teams, verify the incompatibility the career and fulfilling family life for women, their motives, and the difference between men and women in leadership positions. The results of the analysis show, whether women are influenced by established stereotypes in their career development, describe what factors motivate and what hinder. Finally, the implications of findings are generally discussed, and recommendations are given.

Keywords: Gender stereotypes, barriers, career development, motivation, relation, profession, glass ceiling, family

AIMS

The main aim of the diploma thesis is:

- determine how gender stereotypes affecting career development of women in Russia.

The following objectives with regard to main aim are:

- identify gender-related differences;
- estimate how wide-spread the stereotypes are;
- which problems men and exceptional women have to deal with in order to climb up the career ladder.
- analyze the role of stereotypes as a barrier for woman's development to managerial and leadership position in the Russian labour market;
- verify how stereotypes affect priorities;
- to find out exactly what hinders women and men from getting into higher positions;
- identify the key factors affecting executive careers of men and women.

RESEARCH QUESTION

Questionnaire:

- Does the separation of employees by gender exist in your workplace?
- Whether differentiation by gender is fair?
- Why do women occupy male positions?
- The most frequent female professions.
- Women in their careers do not achieve high positions as men, why?

Face to face interview:

- Do you occupy leading positions in this department, how did you go for it?
- What are the main motives of leadership in career building and career development?
- What are the most common stereotypes about women leaders?
- What is important for successful career development?

In order to answer the research questions the findings from the research are compared with the literature reviewed in this paper.

METHODOLOGY

For the analysis of investigated topic author used questionnaires, and face-to-face interviews. The respondents were divided into two groups, for the first group was prepared a questionnaire and survey was provided to workers as administrative, accountant, shop

assistant, etc. The second group focused exceptionally on leadership, face-to-face or telephone interviews were provided with male and female executives from various departments of Tatneft company and other selected companies. Following questionnaire and interviews were conducted in the Russian language. This author has translated them into English for the purposes of this thesis.

The questionnaire consists of multiple-choice questions, and open-ended questions. The multiple-choice questions helped to collect general data about respondents, such as gender, age, in which collective work participant. Open-ended questions aimed at understanding whether gender stereotypes are really as a main barrier for career development, as well as to know how respondents characterize collectives, which professions are considered as a male, female or unisex.

In the interview section, we will try to draw a portrait of the modern successful woman leader and to compare it with the portrait of a man leader.

KEY FINDINGS

The findings of this research paper confirmed the importance of gender stereotypes in career or career development, which are mostly related to the woman's professional life not man. As it was found, in many cases the approval of the inability of women to hold leadership positions in the society is just a stereotype used to artificially keep them from trying to achieve power. Therefore, women are rejected as possible candidates for high positions and may not hold positions above a certain level in their corporate hierarchy.

The interview (second group) findings showed that women have fear of leadership or fear of success, the fear of negative evaluation by men, self-doubt, supplemented with lack of necessary professional pride. As a result, women do not have the power and shall not be considered as worthy contenders for leadership position. Not only women executives confirmed these factors, also analyzed questionnaires (first group) showed that respondents of lower positions confirmed as well that discrimination, gender inequality, stereotypes, family as the main barriers. As a result, there was gender inequality, manifested in the fact that women do not have equal rights with men of legal, social, economical and political rights and the fact that in the workplace are women considered as fewer serious employees than men. Access to resources, to the economical and political opportunities, representing the interests of her community greatly limited for women. All this has led to uncertainty in their abilities and capabilities, to weakening attitudes of

women and of inability to improve their lives in certain socio-economic conditions. It should be taken into account that the company can get the opposite effect as a negative impact on productivity, and the company's image.

Summarizing all the above in spite of quick development, Russia is still a quite traditional country, with strong family bonds. Modern world community generally influenced by gender stereotypes, and these stereotypes are found in many areas, including employment. On the one hand, this has a negative impact on the economy as a whole and to the individual as well, but on the other side because of barrier and obstacles encountered in the way of career development is an incentive. Women have in life active position, and they manifest themselves in business and politics. We can conclude that the pressure of stereotypes, women feel each day by interacting with colleagues, subordinates and partners.

These factors demonstrate on the need for additional government measures to address the existing gender asymmetry in the field of labour and employment. The inclusion of a gender component in the process of regulation of social and labour relations should help to solve the key socio-economic problems: employment, wages and income distribution, to overcome mass poverty, improving reproductive health, the accumulation of educational potential, increase the level of insurance protection, and of course increase the role and participation of women in the national economy.

For modern society high time to realize that gender stereotypes are out-dated, they do not correspond to today's reality, not only interfere with the achievement of gender equality and development of human capital for both men and women, but also hinder the processes of democratization and socio-economic development of the country. Each staff member is an individual, regardless of sex possesses certain personal and professional qualities. There is no need to compare who is better and who is worthy or who can manage organization: a man or woman. As among women and as well among men exist personalities born to be leaders. Exactly they both women and men achieve success in career, destroy gender barriers or pass through them, reaching heights. There is no weak or strong sex, because personality is always above the sex.

Thus, we can conclude that in the current situation in Russia and in our city gender stereotypes still play an important role in spite of their beginning of the transformation.

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