

INSTITUTE FOR GENDER AND THE ECONOMY

INDUSTRY PARTNER WORKSHOP

MARCH 21, 2019

How we're changing the conversation

The Institute for Gender and the Economy (GATE) at the Rotman School of Management promotes an understanding of gender inequalities and how they can be remedied-by people of all genders-in the world of business and, more broadly, in the economy.

At GATE, we use rigorous academic research produced by our [research fellows](#) and [research grantees](#), as well as knowledge translation through our events and digital resources, to change the conversation on gender equality.



Why we need you

Changing the conversation on gender equality requires the whole community, and we believe that our industry partners are central to that community.

Let's continue working together to create, lead, and manage change.

More specifically, we need you because:

- Great academic research needs access to internal, organizational data.
- Innovative companies are fantastic testing grounds for new research insights.
- Businesses are experimental and move quickly, and are thus an integral part of finding innovative solutions to gender-related issues.

KEY INSIGHTS FROM OUR INDUSTRY PARTNER WORKSHOP

Financial decision-making

- After analyzing the investment patterns of an entire country's population, researchers found that there is a gender investment gap, with women on average investing less than men.
- However, after controlling for income level, women are more likely to invest than men and to make riskier investments.
- To fix investment gaps, you need to fix the gender wage gap.

Retirement contributions

- To increase retirement savings, pension funds are testing "behavioural nudges," such as text message reminders.
- Referencing family benefits, rather than individual benefits, can increase investments. However, this depends on context.
- There was some backlash among certain demographics, such as young women (28 years or less).
- Overall, it's important to understand context when developing behavioural nudges.

Immigrant women in STEM

- Highly-skilled immigrant women to Canada face barriers entering STEM jobs, these include: credential recognition, financial costs of retraining, Canadian experience requirements, lack of informal networks, and misinformation.
- Solutions could include: working with employers to adopt less risk-averse attitudes towards hiring immigrants, and encouraging a more inclusive hiring structure.

Covering in job applications

- When applying to male-dominated jobs, women are altering their applications to cover their identity in order to counter discrimination and bias (e.g., using less "feminine" language).
- When women cover, however, they are less likely to get the job due to prescriptive gender stereotypes.
- Therefore, "fixing the women" doesn't work. Instead, we need to de-bias hiring processes.

Gender bias in evaluations

- For teaching evaluations, men are perceived as more "brilliant" than women, even when the teaching quality is the same.
- Changing rating scales from 10 points to 6 points eliminated bias in evaluations. (Evaluators have trouble giving women perfect 10's.)
- Rating scales aren't neutral, and companies can run their own experiments in order to root out gender bias in internal evaluations.

Reporting sexual harassment

- Sexual harassment is costly for individuals and organizations, and underreporting is a huge problem, especially since a vast majority of offences are done by repeat offenders.
- We'd like to run an experiment implementing a new reporting system designed both to lessen the burden of reporting and increase the chance of identifying repeat offenders quickly.

RESOURCES FOR YOU

Beyond the key insights shared during our industry partner workshops, we want to make sure you have access to all of our cutting-edge research, as well as key translations for managers. So we've created various types of online resources for you to access and use. A few are highlighted below!

Research briefs

We have published over 37 research briefs that synthesize key research papers on issues related to gender and the economy, these titles include; "[Parental leave: Why we need to talk about fatherhood](#);" "[How men pass as the ideal worker](#);" "[The damaging effect of gendered views on work-life balance](#);" "[Debate: Does diversity training work](#);" "[Women more often volunteer for tasks that hinder their promotability](#);" and many more. At the end of each brief, we also provide an "Implications" section that relates this research to managers and HR personnel in your organization.

[View all of our research briefs.](#)

Articles for practitioners

These articles are published specifically with our Industry Partners in mind because they integrate rigorous research with business and organizational practice. We've covered a range of different topics-from how men can move the needle in the workplace to the motherhood penalty-in concise, applicable articles.

[View all of our articles for practitioners.](#)

Explainers

We've curated a collection of resources (e.g. research briefs, videos, articles, etc.) on some of the most contentious topics in the gender space, such as; bias and stereotypes, diversity and inclusion, entrepreneurship, masculinity, work-life balance, and quotas, in order to help you change the conversation on gender equality by equipping you with key facts and research. We will continue making these explainers in the coming year, and welcome any suggestions on what topic to cover next!

[View all of our explainers.](#)

In addition to the resources listed above, there is more on our website that can help you gain insights in order to have conversations within your organization and encourage change. [Learn more here.](#)

We also recommend that you sign up for our monthly newsletter to stay up-to-date on all of our research, insights, and activities. You can [view our past newsletters here](#) and sign up today!