

INSTITUTE FOR GENDER AND THE ECONOMY

INDUSTRY PARTNER WORKSHOP

SEPTEMBER 23, 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 our industry partners are central to that community.

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

Your role is key to progress:

- 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

Women in the investment analyst sector

- The average woman equity analyst gets more votes for the Institutional Investors All-American Research Team Award than the average man, but fewer women win because they are clustered in a few categories such as retail, leisure, and entertainment.
- Low performing women equity analysts leave the industry more than low performing men.
- Changes in award categories' structures can change outcomes for women.

Gender and entrepreneurial financing

- There is a long-lasting gender funding gap in entrepreneurship.
- Based on comprehensive data from France, female entrepreneurs are more likely to raise capital in female-dominated sectors (e.g., cosmetics) while male entrepreneurs are more likely to raise capital in male-dominated sectors (e.g., technology).
- Since the largest part of the economy is male-dominated, female entrepreneurs have to over-perform to receive funding.

Collaborative research: De-biasing job postings

- Mackenzie Investments aims to improve women's representation in male-dominated positions.
- In collaborative research with GATE researchers, they found that changing gendered language in job ads by removing masculine words like "competitive" and "assertive" has increased the percentage of female applicants by 4% in one job class.
- Further research will establish whether this change could be made for all job classes.

Gender and race in digital journalism

- The majority of Canadian journalists are white and are men.
- Racialized and women journalists face barriers such as lower pay for the same work, online and offline harassment, microaggressions, and lack of transparency in hiring, which further marginalize them.
- Newsrooms must recognize power relations that shape women and racialized journalists' experiences, make space by hiring more racialized and women journalists, and offer them more formal support.

Diversity and inclusion in SMEs

- Small and medium enterprises (SMEs) make up 99.8% of Canadian private businesses.
- Attention to diversity and inclusion initiatives tends to focus on large enterprises, and SMEs may not have the capacity or support to do diversity and inclusion work.
- The government, professional associations, and large enterprises could have impact by providing SMEs with better access to resources, education, and data.



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!

Policy briefs

Our new policy brief initiative analyzes various policy issues related to gender and the economy. We use recent research to suggest to practitioners and policymakers what can be done to better integrate equity, diversity, and inclusion into workplaces and across society. We've covered a range of different topics, from protections for transgender and gender-nonconforming people, to equity in the gig economy.

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

Research briefs

We have published over 40 research briefs that synthesize key research papers on gender issues. Some of these titles include "[How women are penalized at work for reporting sexual harassment](#)"; "[Closing the gender funding gap for women entrepreneurs](#)"; "[Changing performance rating scales to interrupt gender bias](#)"; "[How gender norms are maintained in engineering culture](#)"; and many more. At the end of each brief, we also provide an "Implications" section that relates this research to managers in your organization.

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

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 the gender wage gap, parental leave, entrepreneurship, masculinity, quotas, and women in STEM, in order to equip you with key facts and research to help change the conversation on gender equality. We 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.](#)

Our monthly newsletter will help you stay up-to-date on all of our research, insights, and activities. If you haven't already, [sign up today!](#)