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BBA

# **GENDER INEQUALITY: A COMPARATIVE ANALYSIS**

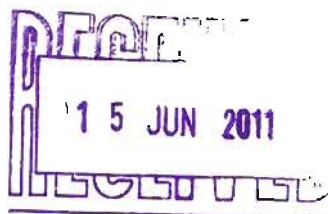


# GENDER INEQUALITY: A COMPARATIVE ANALYSIS

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18 April 2010  
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## Letter of Authorization

18 April 2010

Shah Selim Hamid Ovi  
ID # 2006-2-10-230

Dear Student

The purpose of this assignment is to expose students to have an overview idea in which factors women are experiencing inequality and situation in different organizations. This formal report will be coordinated with a digital video presentation on this semester's project.

You are being asked to perform a detailed analysis on Gender inequality: A comparative analysis. You will receive my full support and recommendation regarding any work related to the report.

Please do not hesitate to contact me if you need further assistance.

Sincerely

M Sayeed Alam  
Assistant Professor  
Department of Business Administration  
East West University

## Letter of Transmittal

April 2010

M Sayeed Alam  
Assistant Professor  
Department of Business Administration  
East West University

Dear Sir

Herewith respect, we would like to inform you that this is our report on Gender inequality: A comparative analysis which fulfills partial requirements of Project Work (BUS-498). It is very helpful as a student of Business Administration to undergo the preparation of the report.

We tried to accommodate your valuable comments suggestions in our report. In this connection, if you need any further clarification, please call on us.

Thank you very much our honorable course instructor for your kind and immense cooperation without which this report would not has been done. We take every opportunity to express our gratitude of indebtedness to you and we truly hope that this report will be satisfactory and acceptable.

Thank you

Sincerely



18.4.10

Shah Selim Hamid Ovi  
ID # 2006-2-10-230

## Acknowledgement

I am very pleased to accomplish the assign task given by my revered project course instructor “M Sayeed Alam” on the subject “Gender inequality: A comparative analysis”. I am very much obliged to those persons who gave their valuable time in the questionnaire part, opinion and advice to complete this project. At first, my profound gratification goes to M Sayeed Alam, the honorable instructor of Bus 498; project work for his apt supervision to complete the project successfully. By providing me the opportunity of preparing this project, he has made me able to relate the academic knowledge of Marketing Research with practical scenario. Not only this, he has also contributed much in this project by giving me proper guideline. Then, I would like to thank for his participation with me through a discussion session and sharing the required information about different perspective to complete the project. I am also acknowledging to all of those web sites from which I have taken necessary helps. My gratitude also goes to some senior students for their guidance in various stages of completing the report and my family members also deserve special credit for giving me adequate hope and praise to prepare this report.

I have collected information from Grameenphone Ltd, Robi, University of Dhaka, Jagannath University and different wings of Bangladesh Government. I am also very much grateful to them for their valuable time and information for conducting the project. I also want to render my special thanks to Mrs. Farzana Rashid and Tanima Ahmed, Deputy Manager in Grameenphone, Sadia Sabrin from Robi, Sazia Afreen from Information ministry and Shahnaz Nasrin from University of Dhaka for providing all the support in the organization. Special thanks go to the respondents, who spared their time generously, and took the trouble of answering a detail Questionnaire and helped me to complete my study. Finally, I am pleased to complete the report on the given subject properly and authentically.

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## Executive Summary

In the urban areas most of the women are working outside with men. A nation's wellbeing much depends on the effectiveness of both male and female. Being a Muslim country initially it was very tough to think women as a member of staff of any organization. But today it is a very common phenomenon. Though women are working with men but it is sometimes seen that they are being judged unequally compared to men.

In this project I tried my best to figure out some key points in which they are being judged unequally. This inequality can create problem like lack of motivation, high turnover, low growth, lack of prospect etc. In this project some key factors in which I would like to mention like

1. Difficulties in being themselves
2. Unfair judgment regarding performance
3. Men's attention towards women
4. Organizational support and opportunity of self development compared to men

Being a woman one has to care about both her office and home. So we also tried to find out if they are able to perform her double role.

At the beginning of the questionnaire we have taken some of women's demographical data and in the analysis part we correlate them with the factors.

In findings, the result was amazing. In the analysis part we wanted to see how much inequality happens in different positions and which factors affecting more. It is reflected in the research that each and every factors are influencing in women's working environment. On the other side it is seen that the higher the position goes, the greater the inequality observed.



# Introduction

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## Background of the Study

This research paper is prepared as a partial requirement of the course Marketing Research (BUS 498). This research was conducted to find out the factors that influence the service experience of the customers in the customer care center.

The issue of gender inequality is one which has been publicly reverberating through society for decades. The problem of gender inequality is one of the most pressing issues today in various working environment. In order to examine this situation one must try to get to the root of the problem and must understand the sociological factors that cause women to have a much more difficult time getting the same benefits, wages, and job opportunities as their male counterparts. The society in which we live has been shaped historically by males.

It is being observed the in last decade's years; women are facing inequality compared to male. Though women are in some cases more efficient than male but due to some reason male employees are getting more concentration and organizational support than women. As a result potential women are not getting the opportunity to work up to their level.

In this project we will try to find out the factors behind the inequality and how much they are affecting in women's personal and organizational life.

## Origin of the report

The general objective of this study is to complete the project. As per requirement of Business Administration Department of East West University, all students need to prepare a report for the BUS 498 course to acquire practical knowledge about real business operation.

## Objectives

1. The broad and overall objective of this report is to provide with an over view of the learning from the survey and research work, so that the theoretical learning can be related with the real life business situation.

## Scope

- It is a great chance to understand the real situation of women than men in terms of different values.



- To understand the relationship that exists between hierarchy position and degree of treatment given by organization than men
- The key features were to make survey with the appropriate standard of questionnaires. After getting some opinions I would analyze my findings make the static comparisons.

### Limitations

Due to time constraint I could not analyze all the factors regarding inequality issue.

- Lack of interest of respondents regarding questionnaire.
- Some of the respondents initially did not want to disclose some of the information.
- It was very difficult to reach different level of employees in different organizations especially in public organizations.
- Power failure caused a serious problem while preparing the report.

### Methodology

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The type of business research used in this report is exploratory in nature. Secondary data analysis was selected as the basic research method. For this report we had to primarily search on internet to conduct information. We went to the corporate office of Grameenphone and also gathered valuable perceptions from women employees over there. Since this is a descriptive research work, we had gone through several sources and methods of study. Collected information was processed with the aid of MS Excel and SPSS computer software as this term paper was an exploratory one. When we started to prepare this term paper, at the very outset we browsed relevant websites in the internet. We found lots information about our topic, which are sufficient for our coordinated work. We chose our text book for preparing the term paper. We watchfully read their writings related to our topic. In addition, we browsed some official web sites and downloaded many web pages, PDF files & other related phenomena. Those helped us in giving information resources. We also had gone through the prescribed text book.

### Problem definition

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#### Broad Objectives

- Whether attitude towards women is negative
- Whether opportunities for women in career advancement are same as men
- Whether organizational support for men and women are same
- Whether women need more support to maintain their double role

## **Approach to the problem**

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### **Nature of the study**

My data analysis will be quantitative and my findings & recommendation will help to understand if women are facing inequality in actual job environment and if so than to identify in which sectors and factors behind this situation.

### **Hypothesis Design**

Based on the some factors judgment, opportunities support and are independent variables based on that I have developed three hypotheses.

H<sub>1</sub>: It is difficult for women than men to be themselves at work

H<sub>2</sub>: Women receive more unfair judgment of their work performance than men

H<sub>3</sub>: Men fail to pay attention to what women say at meetings

H<sub>4</sub> Women have fewer opportunities than men for professional development at work

H<sub>5</sub>: Men receive more organizational support and trust than women

H<sub>6</sub>: If respondents need more support than you receive to manage your double role (home and office)

## **Research Design**

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### **Questionnaire Design**

A questionnaire including 11 questions was developed based on different aspects in which women can be judged unequally than men. In this questionnaire I have used multiple choice questions.

### **Data Collection Method**

A pre tested questionnaire was used to collect the data. The questionnaire was pre-tested in order to maintain proper wording, length and sequencing of the questions. The data were collected from different corporate houses, autonomous institutions and government organizations.

### **Sample Selection**

A sample size of 61 working women was used to conduct the research. The respondents of the sample were the women of Grameenphone, Robi, University of Dhaka, Jagannath University and different wings of public administration. At first the respondents were asked whether they are facing inequality compared with men in the actual job environment. First they were just a little bit anxious about any legal issues or query but after watching the questionnaire they were very much relaxed to answer.

### Validity

Since this research had limitations in terms of time and scope our research is limited to the reliability. As a result less attention was given to validity.

### Analysis Techniques

I divided the total number of respondents in 3 individual sample; that are autonomous, corporate and government. I have analyzed the multiple choice questions by frequency table and cross tabulation. Then making position as dependent variable I analyze different factors. After that I have done regression analysis and ANOVA test.

## **Result and Findings**

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### Profile of respondent

As respondents were from 3 different sectors that is from corporate, government and autonomous organizations. So here we are showing data individually.

### Autonomous

#### Statistics

		Age of the sample	Experience	Position	Education	Marital
N	Valid	21	21	21	21	21



#### Frequency Table

#### Age of the sample

		Frequency	Valid Percent	Cumulative Percent
Valid	25-30	7	33.3	33.3
	31-35	8	38.1	71.4
	36-40	1	4.8	76.2
	above 40	5	23.8	100.0
	Total		100.0	

## Experience

		Frequency	Valid Percent	Cumulative Percent
Valid	less than 2 years	6	28.6	28.6
	2-5 years	4	19.0	47.6
	5-10 years	7	33.3	81.0
	over 10 years	4	19.0	100.0
	Total	21	100.0	

## Position

		Frequency	Valid Percent	Cumulative Percent
Valid	entry level	7	33.3	33.3
	mid level	11	52.4	85.7
	senior level	3	14.3	100.0
	Total	21	100.0	

## Education

		Frequency	Valid Percent	Cumulative Percent
Valid	masters	18	85.7	85.7
	phd	2	9.5	95.2
	others	1	4.8	100.0
	Total	21	100.0	

## Marital

		Frequency	Valid Percent	Cumulative Percent
Valid	single	4	19.0	19.0
	married	16	76.2	95.2

others	1	4.8	100.0
Total	21	100.0	

From the above charts we can find different demography of the sample.

### Position \* Unfair judgment Crosstabulation

Count

		Unfair judgment					Total
		strongly disagree	disagree	neutral	agree	strongly agree	
Position	entry level	1	2	0	4	0	7
	mid level	1	4	1	3	2	11
	senior level	0	0	2	1	0	3
Total		2	6	3	8	2	21

Here independent variable is the unfair judgment. We can see that 57% entry level, 27% mid level, and 33% senior level of position holder agreed that they are they are being judged unfairly and 18% of mid level position holders strongly agreed that they are they are being judged unfairly.

### Position \* Opportunities Cross tabulation

Count

		Opportunities					Total
		strongly agree	disagree	neutral	agree	strongly agree	
Position	entry level	0	3	0	3	1	7
	mid level	1	3	1	5	1	11
	senior level	0	0	1	2	0	3
Total		1	6	2	10	2	21

Here independent variable is the opportunities. We can see that 42% entry level, 45% mid level, and 66% senior level of position holder agreed that they have fewer opportunities than men for professional development at work and 14% of entry level, 9%of mid level and 0% of senior level position holders strongly agreed that that they have fewer opportunities than men for professional development at work.

### Position \* Support Cross tabulation

Count

		Trust and Support					Total
		strongly agree	disagree	neutral	agree	strongly agree	

Position	entry level	0	2	0	4	1	7
	mid level	1	4	2	3	1	11
	senior level	0	1	0	2	0	3
Total		1	7	2	9	2	21

Here independent variable is the trust and support. We can see that 57% entry level, 42% mid level, and 66% senior level of position holder agreed that men receive more organizational support and trust than women and 14% of entry level, 14% of mid level and 0% of senior level position holders strongly agreed that men receive more organizational support and trust than women.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R square change
1	.488(a)	.238	-.089	.709	.238

- a. Predictors: (Constant), Double, Difficult, Opportunities, Attention, Support, Unfair judgment

Here we can see that position can be 23.8% influenced by all independent variables.

### ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.198	6	.366	.729	.634(a)
	Residual	7.040	14	.503		
	Total	9.238	20			

- a. Predictors: (Constant), Double, Difficult, Opportunities, Attention, Support, Unfair judgment  
 b. Dependent Variable: Position

### Coefficients (a)

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	2.994	.974		3.075	.008
	Difficult	-.242	.151	-.442	-1.598	.132
	Unfair judgment	.275	.202	.494	1.362	.195
	Attention	-.082	.174	-.132	-.470	.646
	Opportunities	.032	.181	.054	.178	.861
	Support	-.050	.167	-.086	-.300	.769
	Double	-.241	.233	-.295	-1.035	.318

a. Dependent Variable: Position

Here can see that if we increase position by 1 step in this case difficulties decrease by .44 unit, unfair judgment increase by .49, attention decrease by .132 unit, opportunities increase by .054 unit, trust and support decrease by .086 unit and double role decrease by .295 unit.

## Corporate

### Statistics

		Age of the sample	Experience	Position	Education	Marital
N	Valid	20	20	20	20	20

### Frequency Table

#### Age of the sample

		Frequency	Valid Percent	Cumulative Percent
Valid	25-30	6	30.0	30.0
	31-35	5	25.0	55.0
	36-40	6	30.0	85.0
	above 40	3	15.0	100.0
	Total	20	100.0	

### Experience

		Frequency	Valid Percent	Cumulative Percent
Valid	less than 2 years	3	15.0	15.0
	2-5 years	5	25.0	40.0
	5-10 years	8	40.0	80.0
	over 10 years	4	20.0	100.0
	Total	20	100.0	

### Position

		Frequency	Valid Percent	Cumulative Percent
Valid	entry level	6	30.0	30.0
	mid level	8	40.0	70.0
	senior level	6	30.0	100.0
	Total	20	100.0	

### Education

		Frequency	Valid Percent	Cumulative Percent
Valid	bachelor	4	20.0	20.0
	masters	15	75.0	95.0
	phd	1	5.0	100.0
	Total	20	100.0	



### Martial

		Frequency	Valid Percent	Cumulative Percent
Valid	single	3	15.0	15.0
	married	17	85.0	100.0
	Total	20	100.0	

Above is the demography of corporate women

### Crosstabs



### Position \* Unfair judgment Cross tabulation

Count

		Unfair judgment			Total
		disagree	neutral	agree	
Position	entry level	5	1	0	6
	mid level	7	1	0	8
	senior level	5	0	1	6
Total		17	2	1	20

Here independent variable is the unfair judgment. We can see that 0% entry level, 0% mid level, and 33% senior level of position holder agreed that they are they are being judged unfairly.

### Position \* Opportunities Cross tabulation

Count

		Opportunities			Total
		disagree	neutral	agree	
Position	entry level	3	1	2	6
	mid level	3	1	4	8
	senior level	4	1	1	6
Total		10	3	7	20

Here independent variable is the opportunities. We can see that 33% entry level, 50% mid level, and 16% senior level of position holder agreed that they have fewer opportunities than men for professional development at work than men.

### Position \* Support Cross tabulation

Count

		Support				Total
		disagree	neutral	agree	strongly agree	
Position	entry level	4	1	0	1	6
	mid level	5	1	2	0	8
	senior level	2	1	3	0	6
Total		11	3	5	1	20

Here independent variable is the trust and support. We can see that 0% entry level, 25% mid level, and 50% senior level of position holder agreed that men receive more organizational support and trust than women and 16% of entry level position holders strongly agreed that men receive more organizational support and trust than women.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R square change
1	.424(a)	.188	-.187	.866	.188

a. Predictors: (Constant), Double, Attention, Opportunities, Unfair judgment, Difficult, Support

Here we can see that position can be 18.8% influenced by all independent variables.

#### ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.257	6	.376	.502	.796(a)
	Residual	9.743	13	.749		
	Total	12.000	19			

a. Predictors: (Constant), Double, Attention, Opportunities, Unfair judgment, Difficult, Support

b. Dependent Variable: Position

#### Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.240	2.578		.869	.401
	Difficult	.116	.250	.141	.465	.650
	Unfair judgment	.305	.437	.201	.699	.497
	Attention	-.145	.274	-.171	-.528	.607
	Opportunities	-.327	.274	-.384	-1.193	.254
	Support	.281	.311	.356	.906	.382
	Double	-.169	.499	-.109	-.339	.740

a. Dependent Variable: Position

here can see that if we increase position by 1 step in this case difficulties increase by .141 unit, unfair judgment increase by .201, attention decrease by .171 unit, opportunities decrease by .384 unit, trust and support increase by .356 unit and double role decrease by .109 unit.

# Government

## Statistics

	Age of the sample	Experience	Position	Education	Marital
N	Valid	20	20	20	20

### Frequency Table

#### Age of the sample

		Frequency	Valid Percent	Cumulative Percent
Valid	25-30	4	20.0	20.0
	31-35	4	20.0	40.0
	36-40	7	35.0	75.0
	above 40	5	25.0	100.0
	Total	20	100.0	

#### Experience

		Frequency	Valid Percent	Cumulative Percent
Valid	less than 2 years	3	15.0	15.0
	2-5 years	5	25.0	40.0
	5-10 years	9	45.0	85.0
	over 10 years	3	15.0	100.0
	Total	20	100.0	

#### Position

		Frequency	Valid Percent	Cumulative Percent
Valid	entry level	6	30.0	30.0
	mid level	9	45.0	75.0

senior level	5	25.0	100.0
Total	20	100.0	

### Education

		Frequency	Valid Percent	Cumulative Percent
Valid	bachelor	2	10.0	10.0
	masters	15	75.0	85.0
	phd	2	10.0	95.0
	others	1	5.0	100.0
	Total	20	100.0	

### Marital

		Frequency	Valid Percent	Cumulative Percent
Valid	single	4	20.0	20.0
	married	14	70.0	90.0
	divorced	1	5.0	95.0
	others	1	5.0	100.0
	Total	20	100.0	

### Position \* Unfair judgment Cross tabulation

#### Count

		Unfair judgment				Total
		disagree	neutral	agree	strongly agree	
Position	entry level	1	2	3	0	6
	mid level	3	2	4	0	9
	senior level	2	0	2	1	5
Total		6	4	9	1	20

Here independent variable is the unfair judgment. We can see that 50% entry level, 44% mid level, and 40% senior level of position holder agreed that they are they are being judged unfairly and 20% of senior level position holders strongly agreed that they are they are being judged unfairly.

### Position \* Opportunities Cross tabulation

Count

		Opportunities				Total
		disagree	neutral	agree	strongly agree	
Position	entry level	2	0	3	1	6
	mid level	3	0	4	2	9
	senior level	0	2	2	1	5
Total		5	2	9	4	20

Here independent variable is the opportunities. We can see that 50% entry level, 44% mid level, and 20% senior level of position holder agreed that they have fewer opportunities than men for professional development at work and 16% of entry level, 22% of mid level and 20% of senior level position holders strongly agreed that they have fewer opportunities than men for professional development at work.

### Position \* Support and trust Cross tabulation

Count

		Support and trust				Total
		disagree	neutral	agree	strongly agree	
Position	entry level	0	2	4	0	6
	mid level	1	1	6	1	9
	senior level	1	2	1	1	5
Total		2	5	11	2	20

Here independent variable is the trust and support. We can see that 66% entry level, 66% mid level, and 20% senior level of position holder agreed that men receive more organizational support and trust than women and 0% of entry level, 11% of mid level and 20% of senior level position holders strongly agreed that men receive more organizational support and trust than women.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	.485(a)	.235	-.118	.803	.235

a. Predictors: (Constant), Double, Unfair judgment, Difficult, Support, Attention, Opportunities

Here we can see that position can be 23.5% influenced by all independent variables.

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.572	6	.429	.665	.679(a)
	Residual	8.378	13	.644		
	Total	10.950	19			

a. Predictors: (Constant), Double, Unfair judgment, Difficult, Support, Attention, Opportunities

b. Dependent Variable: Position

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.930	2.323		1.691	.115
	Difficult	-.035	.242	-.045	-.145	.887
	Unfair judgment	-.035	.195	-.045	-.180	.860
	Attention	.268	.202	.441	1.323	.208
	Opportunities	.511	.356	.738	1.435	.175
	Support	-.633	.370	-.678	-1.711	.111
	Double	-.501	.539	-.377	-.928	.370

a. Dependent Variable: Position

here can see that if we increase position by 1 step in this case difficulties decrease by .045 unit, unfair judgment decrease by .045, attention increase by .441 unit, opportunities increase by .738 unit, trust and support decrease by .678 unit and double role decrease by .337 unit.

Recommendation

Since we did the regression model without doing the reliability test, our significance level was extremely low. So in next time if anyone wants to do further research they must keep this in mind.

## Conclusion

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It is clearly identified that women are very much under privileged than male in different sectors. Male are failing to pay attention as well as organizations are not supporting or providing opportunities enough to develop full competencies of women.

Also as the position increase, women are failing to do their double role. All women agreed fully that they need full support from the organization to perform their double role. That concludes that in the job they are not getting the full appreciation than male and on the other hand they can not allocate sufficient time for their family.

Organizations can provide different training programs on ethical issues, gender issues and motivational issues to both male and female employees.

Organizations should treat women equally with men. Women should have equal opportunities and support. Male should be attentive enough towards women to encourage them. Only by participation of both the parties a organization can run and function effeciently.

## Appendix

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