INTRODUCTION

The PRME Gender Equality Working Group (GEWG) continues to develop its network across numerous countries with the goal of diffusing ideas, innovations and practices concerning gender equality in management education. This report outlines some of the activities and outputs of the GEWG and some of its members over the past few years. GEWG members are encouraged to provide details of their work with the Coordinators to share with WG members in future reports. In June, the new head of PRME, Mette Morsing, reached out to the co-chairs to find out more about our group. She expressed an interest and support for our work. One priority of PRME has been to improve and update their website, which will in turn improve our ability to promote our WG. The new website has launched but the GEWG page has yet to be updated by PRME.
GEWG Goals

1. **Develop** an interdisciplinary network of academics, employers and other stakeholders who have integrated, or who are interested in integrating, gender issues into business school curricula, research and other areas where management education takes place. This network includes faculty in the arts & sciences (e.g., anthropologists, sociologists, business historians) as well as those in business disciplines.

2. **Facilitate** a global repository of resources for integrating gender into management education and research.

3. **Advocate** for new research and the dissemination of knowledge on the integration of gender issues into management education.

4. **Conduct analysis** of the UN Global Compact companies and link them as appropriate with the PRME community for research and case study creation.

5. **Work with other PRME partners** and working groups to encourage the integration of gender issues into their activities.

6. **Promote awareness and facilitate the integration** of gender issues into management education and research, in alignment with the goals of the WEPs.

2019 GEWG Meeting

A GEWG webinar was held in June 2019. Topics included: (i) updates on PRME, the UN Global Compact, and the Women’s Empowerment Principles (WEPs); (ii) updates on PRME books in process; (iii) updates on the status of the GEWG Repository of Resources and (iv) future activities.

Outlook for 2020 - 2021

• Discussion of options for making the GEWG Global Repository of Resources for Integrating Gender into Management Education and Research accessible once again. One option being explored is the development of a Gender Issues Toolkit, using the Toolkit of the Anti-poverty Working Group as a model.

• Discussion of the GEWG leadership going forward. It is time to hand over the leadership of the GEWG to a new generation.

• Explore ways to get the GEWG more actively involved in the myriad of conferences and programs on gender diversity across the globe.

• Explore expansion of the scope of the WG

• We encourage GEWG members to keep in touch, to continue to use the network as much as possible, and to bring our work to the attention of your colleagues, administrators and business practitioners. Thank you to everyone for your commitment to these important issues. It is wonderful to see so much incredible work in so many different areas.

LOOKING AHEAD

Members of the GEWG have been active in research, policy-making, outreach and advocacy on issues related to gender equality and management education. We continue to build this network with the hope that the pace of change is accelerated and that the major challenges of gender inequality in management education and beyond continue to be addressed.

PRME BLUEPRINT LAUNCHED

At the 2020 Global Forum, PRME launched the Blueprint for SDG Integration into Curriculum, Research and Partnerships. This document has some useful references to gender equality and can be used as an inspiration on how to do integrate gender equality and other SDGs into management education.
NEW BOOKS: PRME/GREENLEAF/ROUTLEDGE BOOK SERIES

Two new PRME books are collaborations with other PRME Working Groups (WGs). Members of all the PRME WGs were provided the opportunity to submit their work. Coordinators from the Anti-Corruption, Anti-Poverty and Gender Equality WGs (Tay Keong Tan, Melinko Gudić and Patricia M. Flynn) served as co-editors.

PRME book Global Champions of Sustainable Development was published by Routledge in December 2019. GEWG co-chair Patricia Flynn was the lead editor for the volume with chapter authors from 14 countries. Milenko Gudić who co-ordinates the Working Group on Poverty and Tay Keong Tan, who is a member of the Working Groups on Sustainable Mindset, Poverty and Anti-Corruption, were co-editors.

GEWG members who are chapter authors include:

✦ Paola Cecchi-Dimeglio, “Men as gender allies: Verizon’s Craig Silliman and Walmart’s Alan Bryan” and
✦ Laura Jackson Young, “M is for Malala”

Struggles and Successes in the Pursuit of Sustainable Development (2020) examines how nations and communities are addressing the global development agenda inspired by the SDGs. Tay Keong Tan was the lead editor, with co-editors Patricia Flynn and Milenko Gudić.

GEWG members who are chapter authors include:

✦ Linda Tuncay Zayer, Wendy Hein, Laurel Steinfeld, et. al, ”Renaissance of gender equality research and sustainable development in the academic context of Marketing”
✦ Maureen Kilgour, ”Canada’s feminist foreign policy and the SDGs: Working with business to address gender inequality” and
✦ Gudrun Sander, et al., “Inclusive leadership: Overcoming unconscious biases in HR decisions”

and Gender Equality WGs (Tay Keong Tan, Melinko Gudić and Patricia M. Flynn) served as co-editors.
GEWG MEMBER PUBLICATIONS AND ACTIVITIES

The following working group members submitted information on what they have been engaged in since 2018 that relates to gender equality and responsible management education.

• **Susan Adams.** Edited and authored or co-authored three chapters in *Time for Solutions! Overcoming Gender-Related Career Barriers*, Greenleaf Publishing (UK), 2018. Was co-author of “Measuring Success: The 2019 Census of Women Directors and Executive Officers of MA Public Companies,” the 17th edition of this annual report which is published by The Boston Club. The 2019 results were very positive, e.g., for the first time women comprised more than half of all new directors joining these boards; only two Census companies continued to operate with all-male boards (compared to 11 a year earlier and 50 in 2003 when the Census began), and only one company (compared to 8 in 2018 and 35 in 2003) was a “zero-zero”, having no women on its board or in its executive suite. Two weeks after the 2019 Census was published, that zero-zero company, Steel Connect, expanded the size of its board and added a female director!


• **Patricia Flynn.** In addition to editing the PRME books noted above, spoke on “How to become a director on a corporate or mutual fund board,” in Bentley University’s Taking Charge: Women’s Executive Leadership Program (2018, 2019), and at the Harvard Club (2018). Spoke on “Gender and Diversity on Boards” at the Global Business Ethics Symposium at Bentley in 2018. Is a co-author, with Susan Adams, of the annual *Census on Women Directors and Executive Officers of MA Public Companies.*

• **Kathryn Haynes.** Represented the GEWG at the ESRC/PRME/British Academy of Management workshop on “Educating for Responsible Management Education” in Winchester, UK, in May 2018. Presented at the WHEN (*Women in Higher Education Network* – UK) to address the gender pay gap and women’s careers in higher education, March 2018. Also attended the Gender and Education Association conference in Newcastle Australia, Dec. 2018.


• **Ghady Howaidy.** Was instrumental in launching the Women on Boards Observatory (WBO) at the American University in Cairo School of Business in 2017. Recognized as a specialized observatory within the framework of the National Council for Women, the WBO advocates for 30% women on boards in Egypt by 2030. In 2019 the WBO launched the *Women on Boards Annual Monitoring Report,* that provides a snapshot of the representation of women on boards in listed companies, the banking sector and the public enterprise sector in 2018. The WBO maintains a Egyptian Board Ready Women Database designed to support the placement of women on company boards based on their expertise. Approximately 1,600 women are now included in the database. Ghady is also actively involved with organizing and partnering with other groups a variety of programs and conferences on gender issues in Egypt and in the wider MENA region.

• **Camilla Quental.** Participated in November 2019 in the first Gender Work & Organization South American Workshop in São Paulo, Brazil. While there, spoke at the law firm LeFosse Advogados about Gender Issues in Professional Service Firms (LeFosse Advogados won the 2019 Latin America Award as the most inclusive Firm for Minority Lawyers by Chambers and Partners Diversity and Inclusion). Continued to be actively involved in #Négotraining, a program created at Audencia Business School in 2017 to help women better negotiate their salaries. More than 2,000 women have participated in the program to date, at no cost to participants as the trainers work on a voluntary basis.
