Background to the GEWG

The UN Women’s Empowerment Principles (WEPs) were launched in 2010. The goal of the WEPs is to “help the private sector focus on key elements integral to promoting gender equality in the workplace, marketplace and community.” The PRME GEWG was launched in October 2011 to integrate the WEPs into the work of PRME.

About the GEWG

The GEWG brings together academics and employers in order to provide support for the WEPs. The GEWG focuses on integrating gender issues and awareness into management education, business school curricula, and related research.

GEWG Book Series

[Images of book covers]

2015, Greenleaf Publishing (UK)  2016, Greenleaf Publishing (UK)

New PRME Working Group Books: See pages 2 and 3 of this Report.

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 that the GEWG and its members have been involved with; it is not a complete list given the nature of the network but it does represent a broad sample of the ongoing work. Background, current information and contact details for the Coordinators of the group can be found on the PRME website. GEWG members are encouraged to provide details of their work with the Coordinators so that it can be shared with GEWG members in future reports.

Register to Join to the Gender Equality Working Group (http://www.unprme.org)

Or click here to join the GEWG.

Report prepared by P. Flynn, K. Haynes and M. Kilgour
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 will include 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.

NEW BOOKS: PRME/GREENLEAF/ROUTLEDGE BOOK SERIES

Two PRME books were published in 2017 and were 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 of the two volumes, which were published by Greenleaf Publishing (now with Routledge UK at https://www.routledge.com/collections/12202).

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*Beyond the Bottom Line: Integrating Sustainability into Business and Management Practice*, Edited by Milenko Gudić, Tay Keong Tan & Patricia M. Flynn (Greenleaf Publishing (UK), May 2017).

GEWG members who contributed chapters:

- **Camilla Quental** (with Roni Ajao and Nokos Bozionelos), “Gender, Poverty and Decision-making: The Case of the Chibok Girls”

- **Dianne Lynne Bevelander** (with Michael Page), “Our Need, Your Interest: Responsible Decision-making in Private Equity”

- **Patricia M. Flynn** (with Milenko Gudić and Tay Keong Tan), “Introduction: Integrating Sustainability into Business Practices” and “Concluding Remarks and Looking Ahead”.

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GEWG members who contributed chapters:

- **Guénola Nonet** (with Maria Petrescu), “AIM2Flourish – Students Connecting with Businesses Doing Good for Our Own Good”

- **Dianne Lynne Bevelander** (with Michael Page), “Orange: The Color of Responsibility and Inclusion”

- **Petra Molthan-Hill**, “Worked-based Learning: Students Solving Sustainability Challenges through Strategic Business Partnerships” (with Fiona Winfield, Jerome Baddley and Susan Hill)

- **Patricia M. Flynn** (with Tay Keong Tan and Milenko Gudić), “Introduction” and “Conclusion”

**PRME BOOKS IN PROGRESS**

In 2017 the *Calls for Contributions* were issued for two additional PRME books, with Flynn, Gudić and Tan serving as co-editors.

❖ **Global Champions of Sustainable Development** focuses on how individuals, in their roles as social activists, public officials, corporate leaders, etc., contributed to the global development agenda promulgated by the 17 Sustainable Development Goals (SDGs). The book is dedicated to those often unsung heroes. Twelve chapters have been accepted, including the following by GEWG members:

- **Paola Cecchi-Dimeglio**, “Men as Gender Allies: Case Studies at Walmart, Verizon and Facebook”

- **Laura Jackson Young**, “M is for Malala”

- **Dianne Lynne Bevelander** (with Michael Page), “Mary Tiseo: Social Activist and Founding CEO of South Africa Partners


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GLOBAL REPOSITORY

The GEWG’s Global Repository (launched in 2012; available on the PRME website) is a resource to help faculty integrate gender issues into their courses and research. The Global Repository serves as a key resource for both academics and practitioners. Our challenges are to develop more effective means of promoting the Repository beyond PRME and AACSB, and to ensure that it remains current and user-friendly. Volunteers are always welcomed.

The social media #MeToo phenomenon and the extensive discussion of sexual harassment in recent months in a variety of industries and cultural contexts highlight the need for business schools and other organizations worldwide to better address gender issues. The New York Times ran an article on 25 December 2017 entitled “Business Schools Now Teaching #MeToo, NFL Protests and Trump”, which underscores the importance of the mission of our Working Group and the importance of a resource like the Global Repository.

Looking ahead, we want to help fill research gaps on gender issues, several of which have already been identified by coordinators of various segments in the Repository. Working with PRME administrators, we hope to be able to identify corporate sponsors and or/potential funding partners for these research projects.

2017 PRME EVENTS

• The 2017 UN PRME Global Forum, highlighting the 10th anniversary of PRME, was held in New York City, 17-19 July. GEWG members participated in the PRME Cross-Working Group Meeting: Integrating the SDGs into Management Education on 17 July. The minutes of that session will be distributed to GEWG members.

• Members of the GEWG also participated in the Working Group Session on 18 July. GEWG co-chair Kathryn Haynes led the discussion of the GEWG Working Group. Co-chair Pat Flynn moderated the overall session.

• GEWG co-chair Maureen Kilgour participated in the UN Women’s Empowerment Principles (WEPs) conference in New York City, in March 2017. She continues to be a member of the Leadership Group of the WEPs.

• Maureen Kilgour also participated in the PRME North American Meeting, University of Guelph, Ontario, Canada in October 2017, and did a presentation on Gender Equality Challenges in Management Education, focusing on the work of the GEWG. Working Group member Amy Verbos, Assistant Professor of Business Law, University of Wisconsin-Whitewater, also made a presentation and received an award for her work on management education.

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GEWG MEMBER PROGRAMMES AND CONFERENCES

• “The Role of Business and Business Schools in Addressing Gender Equality and Women’s Empowerment” conference was organized by Kathryn Haynes at Hull University Business School, UK, 21 March 2017. In addition to the Welcoming and Closing Remarks, Kathryn made a presentation on “The future women want: Towards gender equality and sustainable development – a role for accounting research”. Pat Flynn, spoke on: “Are business schools helping to reduce gender inequality in the workplace – or not?”

• The Women on Boards Observatory (WBO) at the American University in Cairo School of Business was officially launched, thanks in large part to GEWG member Ghady Howaidy. The WBO advisory board met for the first time on 17 December 2017. Members include the Egyptian Exchange, the Central Bank of Egypt, the National Council for Women, the American Chamber of Commerce, the Women and Memory Forum and the UN Development Program. The Egyptian Exchange provided data showing that women now account for 9.7% of directors, up 1% from 2014. (Ghada contributed a chapter on this topic in Overcoming Challenges to Gender Equality in the Workplace: Leadership and Innovation). WBO is planning on releasing the first comprehensive women on boards report for Egypt in September 2018.

• In 2017 Audencia Business School in France launched #Négotraining, a free training program which helps women better negotiate their salaries and sensitizes them to this issue. GEWG member Camilla Quental played a key role in making this happen. About 200 women in Nantes were trained. The goal for 2018 is 1,000 women, with exponential growth until 2020.

• The inaugural St. Gallen Diversity and Inclusion Conference for practitioners and academics was held at the University of St. Gallen on 12 September 2017. GEWG member Gudrun Sander was instrumental in making this happen. More than 150 participants from companies and academia participated in the conference, which, given its success, is now slated to become an annual event.

GEWG MEMBER PUBLICATIONS AND ACTIVITIES

❖ Susan Adams, Professor and Chair of the Management Department at Bentley University, USA.

• Editor of the forthcoming book Time for Solutions: Overcoming Gender-related Career Barriers (Greenleaf/Routledge).

❖ Melsa Ararat, Project Director, Corporate Governance Forum of Turkey, Sabanci University, Turkey.

- The 30% Club Turkey chapter was launched by Sabanci University, which hosts the secretariat and chairs the Steering Committee. The Club currently has 34 members.

- The 2017 Women on Board in Turkey was published in 2017. Their Independent Directors Project has been tracking women on boards in Turkey since 2012.

❖ Melissa S. Fisher, the Laurits Andersen Professorship with Special Responsibilities in Business and Organizational Anthropology, Department of Anthropology, University of Copenhagen, Denmark.


- “Fashion is political,” Nachhaltige Mode und unternehmerische.

- Feminismen in Berlin (with Claudia Neusüss and Anna Perrottet).

❖ Patricia M. Flynn, Trustee Professor of Economics and Management, Bentley University, USA.


❖ Kathryn Haynes, Dean, Faculty of Business, Law and Politics, University of Hull, UK.


❖ Wendy Hein, Lecturer in Marketing, Birkbeck University, University of London, England.


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❖ Ghada Howaidy, Executive Director, Office of Strategic Alignment, American University in Cairo Business School, Egypt.

- Selected as one of the top 50 performing women in Egypt by Amwal El Ghad, a business magazine in Cairo.


❖ Maureen A. Kilgour, Associate Professor, Faculty of Business and Economics, University of Winnipeg, Winnipeg, Canada.

- Presented a paper on *Women’s Empowerment and International Labour Rights* at the 2017 Annual Conference of the Canadian Industrial Relations Association, Toronto, Canada, May 30th - June 1st, 2017.

- Interviewed by the media on sexism at work and the employment challenges of refugee women in Canada.

❖ Deborah Kolb, Deloitte Ellen Gabriel Professor for Women and Leadership (emerita), Simmons School of Management, USA.

- Developed online *Linked In Learning Course*, “Negotiating your leadership success” (with her daughter Elizabeth Robillard).

- Forthcoming: *Linked In* course on Women and Work.

❖ Susan R. Madsen, Orin R. Woodbury Professor of Leadership & Ethics Professor of Organizational Leadership, Utah Valley University, USA.


❖ Petra Molthan-Hill, Associate Professor, Sustainable Management and Education for Sustainable Development, Nottingham Business School, Nottingham Trent University, UK.


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Camilla Quental, Associate Professor, Management Department, Audencia Business School, France.


Gudrun Sander, Adjunct Professor of Business Administration with special emphasis on Diversity Management/Director, University of St. Gallen, Switzerland.


Linda Tuncay Zayer, Associate Professor of Marketing, Quinlan School of Business, Loyola University, Chicago, USA.

- Participated in TV program “Business First AM” speaking on the UN Women partnership with businesses to end gender stereotyping in advertising.

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.

We are planning additional publication opportunities, including targeting a special issue of a journal, in order to continue to spread the word on critical gender issues across the globe. We are looking for funding to allow us to enhance our work and make it more available to others. 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.