

Presentation at Digital Agenda Assembly, ec.europa.eu/digital-agenda,
Workshop 22: Women for smart growth, Brussels Belgium, June 17, 2011

GENDER DEVALUATION AND GENDER FATIGUE: GETTING WOMEN ON THE GLASS ESCALATOR

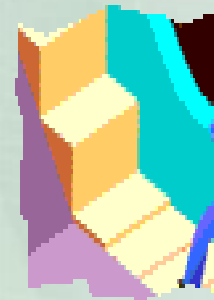
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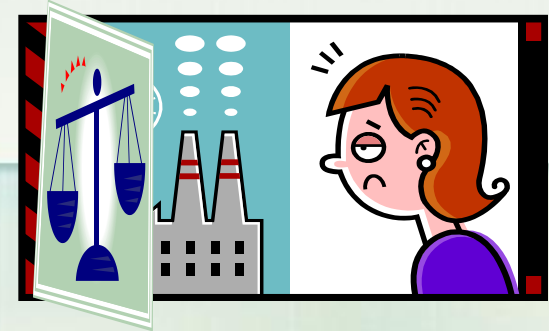
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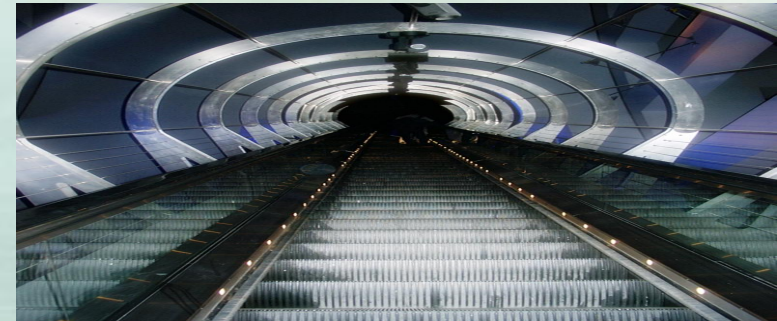
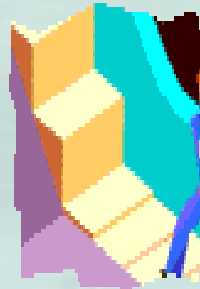


How can we move from *gender devaluation* and *gender fatigue*



■ to *gender energy*

■ and get more women to *escalator*?



(Farrington 2011, Kamberidou 2010, Kamberidou and Fabry 2011) Kelan 2010, Merriman 2010, Benschop & Brouns 2003, Hultin 2003)



Gender Fatigue (Kelan 2010)



- **The loss of energy to acknowledge and oppose gender discrimination as well as the lack of interest to tackle afresh something no longer perceived as a problem. (Kelan 2010, Merriman 2010, Kamberidou 2010, Kamberidou 2008)**



Gender Fatigue

- "If you talk to people today in the workplace they construct the workplace as gender neutral, assuming that gender no longer matters because the issue has long been solved, " (Kelan,2010).



Gender Fatigue

painting by Areti Kamperidis



- “Younger women find it difficult to connect to women's networks in the workplace, because they view these networks as something that belonged to their mother's generation...” (Kelan 2009)

Career progress of 4,143 women and men in Europe, the USA, Asia and Canada (Carter & Silva 2010)

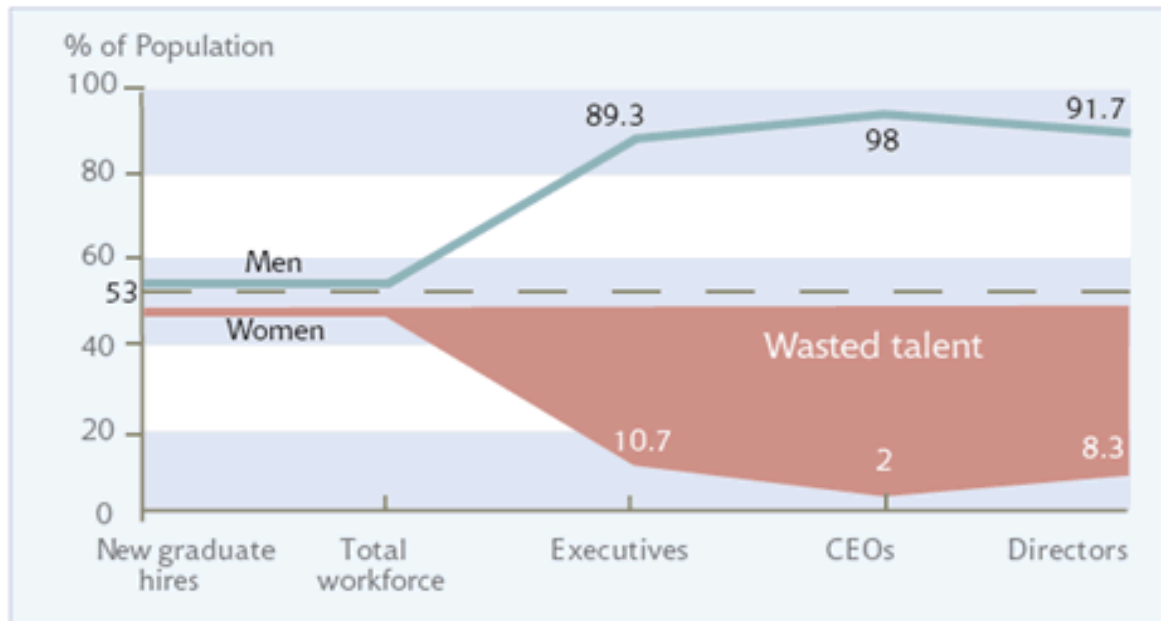


- **Women lag behind men in compensation and advancement and are less satisfied with their careers than men.**
- **Men were twice as likely as women to be at the CEO/senior executive level. (Carter & Silva 2010)**

THE “STUPID CURVE” (2009)

Extent of Wastage in Australian companies

Fig 1: The “Stupid Curve”



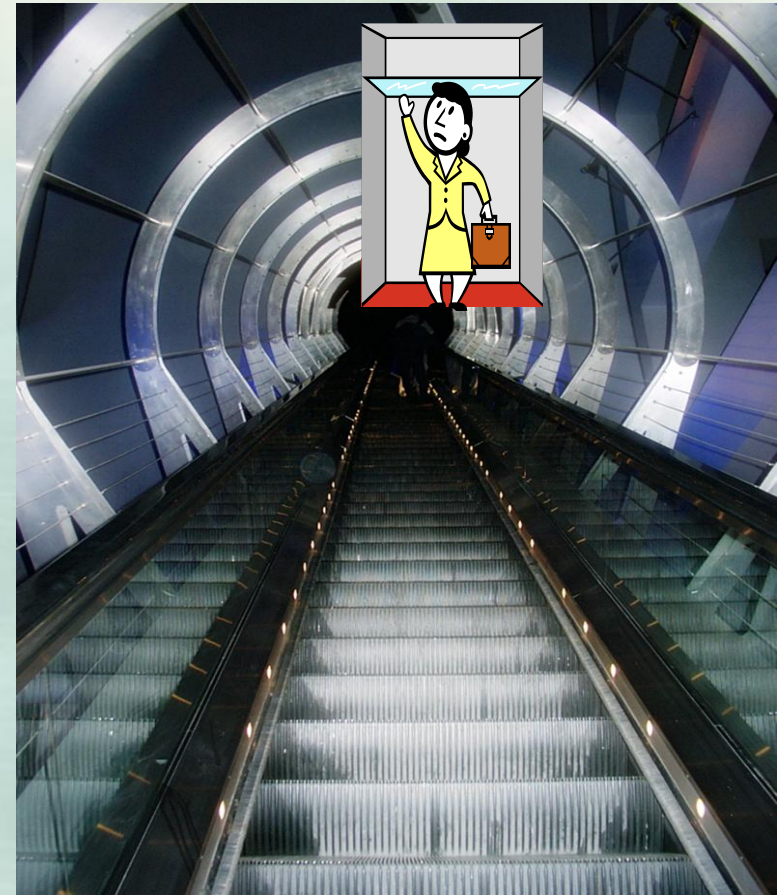
Source: The CEW CEO Kit edition 2, EOWA Australian Census of Women in Leadership 2008

THE GLASS ESCALATOR & “TOKENISM”



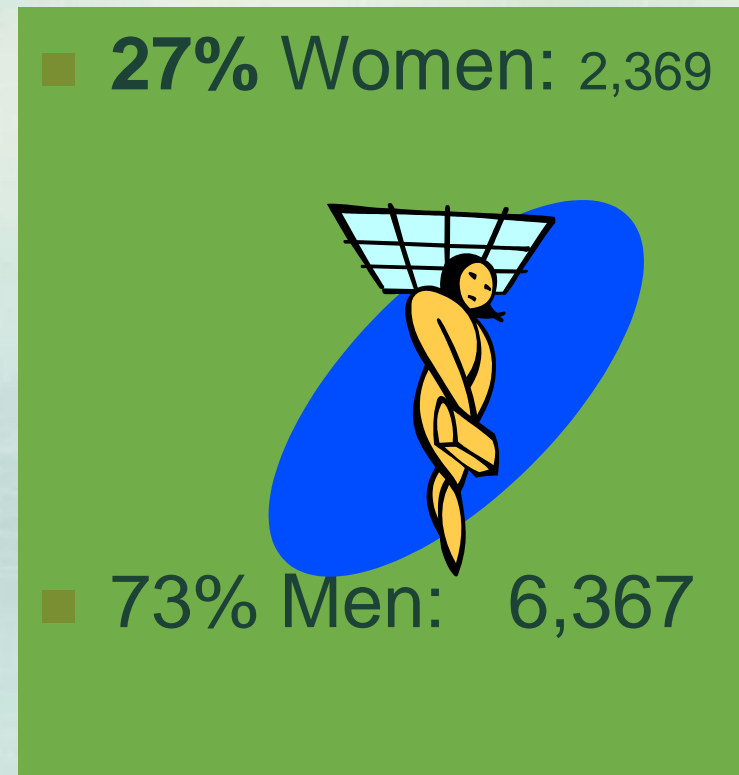
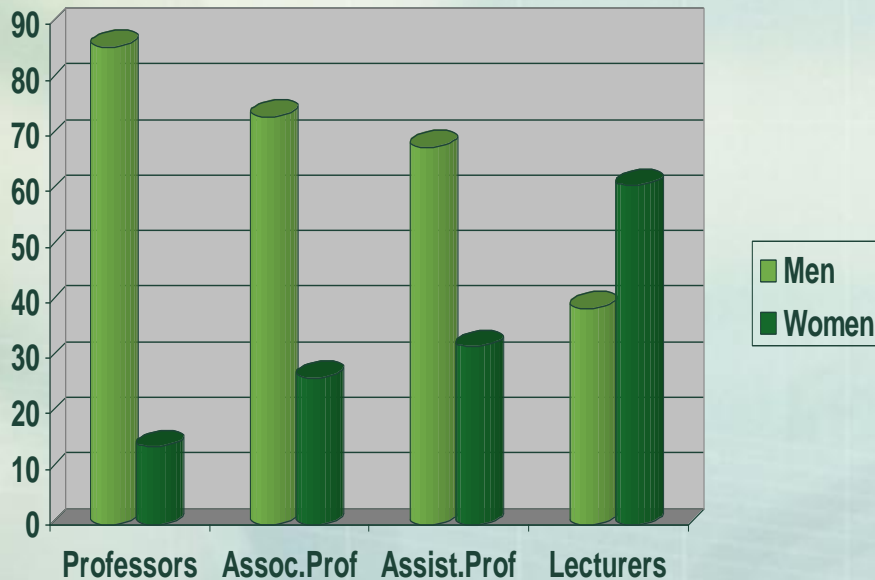
(Kimmel 2004, Hultin 2003, Williams 1992, Kanter 1977)

“The glass escalator takes underrepresented men on an upwardly mobile internal career path at a speed that their female colleagues can hardly enjoy.”(Hultin 2003)



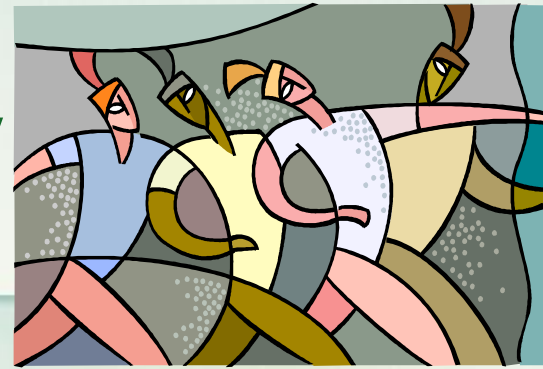
Tokenism and the Glass Escalator in the Academia

(Farrington 2011, European Commission 2010, Kamberdiou 2010, Kamberidou, Patsantaras, Pantouli 2007, Vosniadou 2004, Benschop & Brouns 2003)





Gender Energy

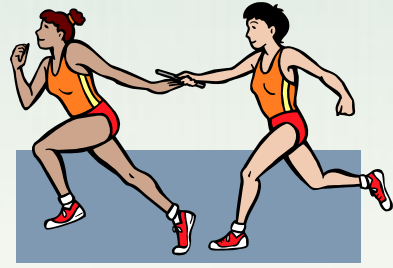


- Need to focus on innovative approaches to getting gender back on the agenda : re-evaluate our strategies on how we can move from “gender fatigue” to gender energy.

(Kamberidou, 2010)



Recommendations: Gender Energy



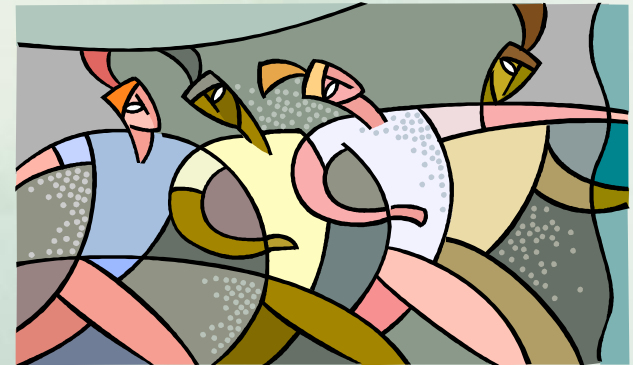
- Re-address unconscious bias, discrimination and stereotypes held by **both men and women**, especially in talent assessment practices: Women overlooked in decision making positions in the business sector globally (European Commission Status Report, 2010)
- focus on evidence and not on our assumptions about where women land in organisations, education institutions, etc.;
- hold ourselves accountable for decisions in order to ensure that **women and men** have the same development and visibility opportunities regardless of race, colour, etc.
- Female professionals earn less (gender pay gap)...

STRATEGY PROPOSALS FOR GENDER –BLIND ACADEMIC STRUCTURES

THE ALTERNATIVE MODEL



Or,



REDEFINING PROFESSIONAL SUCCESS:

ALTERNATE PATHS TO ADVANCEMENT AND TENURE



■ Reward Social Service, Community Building and Teaching -equivalently to research- in advancement or tenure procedures : one way to combat ***gender devaluation*** and promote gender inclusion and gender energy.





Politicizing the personal

- Formal career spousal/partner hiring policies,
- Sharing parental leave,
- Institutional day care,
- Longer tenure tracks, as part of a family-life balance program, or the expansion of such programs where they already exist.



Formal Mentoring Programs for Women and Men



- **Compulsory** participation of both male and female faculty members of all ranks...
- Formulation of specific guidelines/handbooks on what Mentor should do for Mentee: curriculum, services, duties, obligations, inform mentee where to publish, apply for grants...



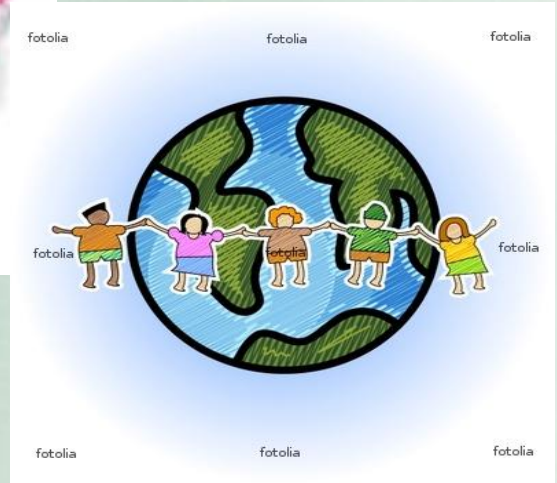


- Training/educating the Mentors: **training program for Mentors ...**
- Male Mentees (students) could participate in program and be assigned a female Mentor...



All Encompassing Hub of Information

**Academic Women's Website: Center of Excellence
for thinking globally and acting locally**





THANK YOU

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