

## CONCEPTUAL ANALYSIS ON GENDER BIAS IN AUTOMOTIVE INDUSTRY

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### ABSTRACT

The purpose of the study is to analyze and understand the role of gender bias in automotive industry and the challenges faced by employees in automotive sectors because of gender bias. This research helps in understanding the path by which the employees are able to overcome the challenges and the difficulties faced by them in the workplace. This conceptual analysis found that majority of challenges and are prone to adjusting themselves in the workplace. Gender sensitization, Flexible timing and Maternity support are the ways suggested for the women employees to overcome the unseen barriers. The gender sensitization training should be given to all employees in order to create a good environment that creates awareness regarding gender concerns towards the employees. This study will help the organizations to constitute better policies that will benefit the women employees working in their organization.

### INTRODUCTION:

- Gender diversity is one of the growing diversities in all industries.
- Studies show that organizations with better gender ratio tend to earn more profit.
- Women tend to add different type of dimensions in decision making.
- There are lot of women who are aspiring and studying engineering to be a part of automotive industry.
- Lot of women tend to avoid pursuing career in automotive industry. Various challenges in automotive industry led to such decisions.
- There is decline and death of women employment in automobile industry in India according to a survey conducted by Deloitte.
- India is a progressive nation and we have to involve more women workforce in automobile industries.

## **REVIEW OF LITERATURE**

### **Galit Klein, ZeevShtudiner (2020)**

The key findings of the research focus on the role of gender and physical attractiveness in judging severity of unethical workplace behavior

### **Yialamas(2020)**

The key findings are a wide prevalence of gender bias and developed a scalable curriculum for gender bias training and he found work life balance is affected

### **Reniers(2019)**

The key findings are that pregnant and child bearing women face more bias in automotive industry

### **Sharon Carty and Amy Wilson (2017)**

The key findings are about the bias, stereotypes and discomfort. It talks about how women are termed as bossy and aggressive if they stress on their ideas and viewpoint, which makes some women to back out from major decision-making.

### **Farah Moloobhai (2017)**

The key findings are how women were let down in meetings/discussion and was mocked for big built and how women take criticism as her strength. And also found unattractive environment for employees.

### **Deborah Gillis (2017)**

The key findings are that how organizations should take up zero tolerance policy, and how victims of harassment are affected and tend to engage less and hinders their career growth. This increased lot of bias in workplace

### **Craig Giffi, Joshep Vitale, Ben Dollar, Steve Schmith, Jason Stein, Michelle D. Rodriguez, Bharath Gangula (2015)**

The key findings of the research include data collections about gender bias in automotive industry, reasons for difficulty of retention in the industry, relationship between diversity and profitability and the path ahead

### **Dr (Mrs) Muneer Sultana,Suhaidah Hussain ,SamsudinShafii (2013)**

The key findings are the potential of women to participate in automotive industry and interests of girl student in automotive jobs.

## RESEARCH QUESTIONS

- What are the key variables involved in the study?
- How gender bias can be eliminated?
- What are the types of work styles preferred by employees?
- How attitude related issues are handled by employees?
- How gender sensitization can be increased?

## PRIMARY OBJECTIVE

The primary objective of the study is conceptual analysis on gender bias in automotive industry

## SECONDARY OBJECTIVE

- To examine the employee participation in automotive industry and to recommend positive directions
- To identify the entrenched gender differences in work place
- To analyze the ways by which gender bias can be reduced

## RESEARCH DESIGN

- Descriptive research method
- Both primary and secondary data will be involved in the study
- Secondary data will be collected from previous journals, articles, statistical data, magazines and news

## SAMPLING FRAME WORK

Data will be collected from the workforce in top automotive industries in Tamilnadu from the following locations: Chennai, Hosur, Kanchipuram, Vellore, Kalladipatti, Tiruvallur, Chengalpattu.

## SAMPLING METHOD

Proportionate Stratified Random Sampling will be used

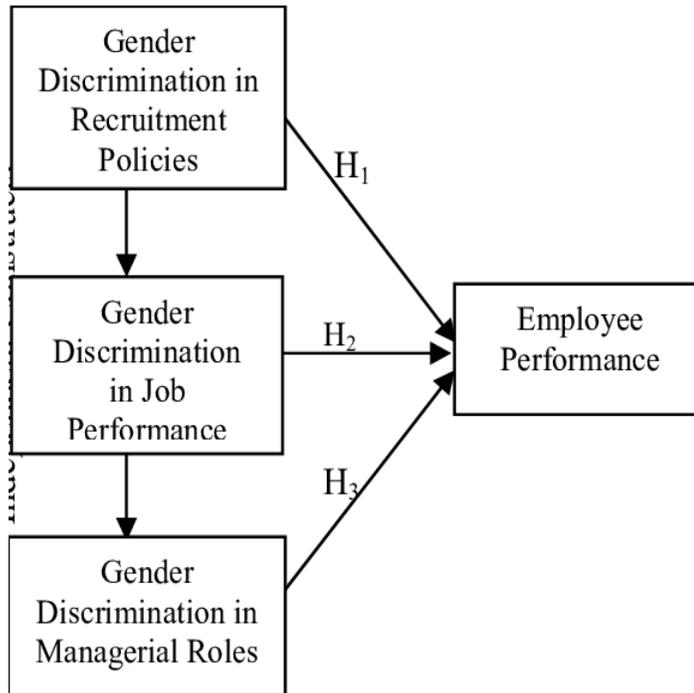
## CONCEPTUAL ANALYSIS

On the basis of conceptual analysis done based on the reviews collected the following challenges are found,

- Work-life balance
- Unattractive environment for work
- Fixed schedule
- Poor advancement & promotion opportunities

- Lack of challenging & interesting assignments
- Unattractive income & pay
- Risk involved

### CONCEPTUAL MODEL



Source:

Author name: Daniel E. Gbervbie, “International journal of Social, Human science and Engineering (2014)”

## CONCLUSION

- The present Government has started the Make in India campaign with supports Indian Manufacturing Industry.
- The Indian automotive industry has got support from the Government to improve their manufacturing facilities and infrastructure.
- It is high time that all gender must be given equal respect and value in the automotive industry.
- The automotive industry as a whole has a long way to go before achieving true equality between both men and women in positions of power.
- Women are already fueling in the automotive industry and soon women will become half of the number of employees in automotive industry.

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