

Gender in management in emerging economies

The management of gender is critical to the effective functioning of organizations in the emerging markets if it has to become a “developed market”. The serious academic inquiry in this field is relatively new and this special issue (SI) was conceptualized to help evolve the body of knowledge. There are six research-based articles in this SI which has the potential to develop new insights to solve the pressing problems which are being faced by the managers and leaders toward management of gender at workplace.

The first paper titled “Gender roles and customer organizational citizenship behavior in emerging market” attempts to understand relationships between gender and its role toward customer organizational citizenship behavior. This paper is well-grounded and has sound implications and directions for organizations in the context of emerging markets.

The second paper titled “Relating multidimensional perfectionism and academic procrastination among Indian university students: is there any gender divide?” deals with contemporary issues of Indian university systems. It has several implications for the modern day management of the universities in the context of the education and development.

The next paper titling “An investigation of gender and generational differences in attitudes toward the importance of a college degree in the UAE” is contemporary and is much relevant not only for the UAE but other gulf countries as well. It has many practical implications to be leveraged by policymakers, educational leaders and practitioners.

The fourth paper titled “Does gender matter? A study of trust and its outcomes in the manufacturing sector in mainland China” is well-grounded and offers several implications for China but can be applicable with customization to other BRICS countries.

The penultimate paper titled “Determinants of organizational innovation: A framework” is contemporary in the context of the emerging markets wherein organizations across industry are engaged in developing and implementing architecture for workplace innovation. It has implications for creating and maintaining innovation for organizations.

The last paper titled “Feminizing leadership in the Middle East: Emirati women empowerment and leadership style” is well-written and attempts to bring out the gender side of leadership in organization in the context of the UAE. The implications of this study will prove to be beneficial for organizations not only in the UAE but also in the gulf region.

This SI has six papers dealing with different but relevant facets of gender in management in the emerging markets. We hope that the readers will like this SI as it offers theoretical and practical insights in leveraging the potential of gender toward workplace excellence in the emerging markets.



Sanjay Kumar Singh
*College of Business Administration, Abu Dhabi University, Abu Dhabi,
United Arab Emirates, and*
Rabindra Kumar Pradhan
*Department of Humanities and Social Sciences, Indian Institute of Technology,
Kharagpur, India*