

# West Side Informer

Volume 8, Issue 6

Summer 2012

## Gender Diversity in Corporations

Standards and expectations for working men and women are often very different. In the business world, many women are not willing or able to focus on their careers to the extent necessary to have a high ranking position in a corporation, but even those who are still have a harder time than men. A survey by Catalyst Inc. found that even when women do the same sorts of things which men do to get ahead in business, they don't do as well.

While we have come a long way in terms of reducing gender inequality in the workplace, statistics still show a large difference in the earnings potential between men and women. A 2010 study done by the Institute for Women's Policy Research found that women still only make \$0.77 for every dollar made by men. The problem is largely a lack of women in upper management; according to Elaine Sarsynski, executive vice president for MassMutual's retirement series and CEO of MassMutual International, women make up almost 50% of the workforce and hold about 52% of the managerial positions in professional occupations. But less than 4% of the Fortune 500 companies have female CEOs and expanding the list to include all of the Fortune 1000 companies increases the numbers of women who are CEOs, but the percentages remain about the same.

Mitchell, K. (2012). Gender gap. *Business West*, 27(22), 56. Retrieved from Factiva Database.

## Tips for Working and Training Abroad

"Cultural diversity" seems to be the new buzzwords floating around the business world these days. Trainings and seminars seem to be happening more often inside the international business community as the necessity for making good business relationships has spread beyond country and cultural borders. Here are a couple of helpful tips to use in your future travels:

- **Negotiation happens, get used to it:** Here in America it is a given that when negotiating there is little room for haggling when it comes to price in the business world. In other countries this is not always the case. Don't be offended if the first offer you receive is less than you were expecting. Be diligent in getting what you want in a way that will benefit all parties involved.
- **Keep it smart and simple:** Not every country is the same, some have advanced HR practices, and others do not. Don't take it for granted that when discussing training and evaluation processes that those you are talking to will know what you mean. Try to use simple terms, plain English and try to avoid jargon if possible.

These are only a couple of helpful tips for international travel and business. If you would like more information you can find more tips in the article cited. You can also come into West Campus Library and ask us for help, we have many more resources to help you.

Rothwell, W.J. (2012). 13 PRACTICAL TIPS for Training in Other Countries. *T+D*, 66(5), 38-42. Retrieved from Business Source Complete Database.



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