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BUSINESS, ECONOMY AND SOCIETY IN VUCA WORLD (VOLUME 1)

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BUSINESS, ECONOMY AND SOCIETY IN VUCA WORLD (VOLUME 1)

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Chapter 5

Women in Board and the Post Pandemic Management Strategies for Retention of Women in the Workforce

CA Rupasree Basu Mallik

ABSTRACT

Gender inequality is a persistent issue in the business world. It has become more prominent in the workplace during Covid-19 pandemic. The pandemic is affecting almost all the economies to a great extent and as a result people are losing jobs. Surprisingly the percentage of women losing jobs during pandemic is more than that of men. In addition to the problem of gender related harassment in the workplace, the work from home culture demands more time both for the office work and in the family. In this time of economic crisis when the employers are targeting to reduce cost to company by making employees work extra time, female employees are lacking behind and they had to leave their job either by choice or by circumstances. If this situation continues, it will create a massive impact on women participation in corporate boardrooms in near future. Women role in a corporate board is far beyond from mere decision making. It has been seen in many cases that women on board lead to more profitability and sustainability for the business. In a post pandemic situation companies are at risk of losing women leadership. Hence companies have started giving importance on physical and mental wellbeing of their women employees. Now companies strive to create a gender diversified and empathetic workplace in the post pandemic stage. This paper is aimed to discuss the role and participation of women in the corporate

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