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THE SOCIAL STATUS OF WORKING YOUNG MEN AND WOMEN IN THE CORPORATE WORLD

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ABSTRACT

In the light of these observations, what are the current critical issues that need to be addressed? What measures will the corporate sector take to harness the skills of more and more educated and talented women for executive jobs? Of what magnitude and quality will the incentives given to them be, in order to attract their interest, and thereafter, ensure their continued loyalty? Will these incentives be attractive enough for self- employed professionals such as those in medicine, law, politics and finance to forego their freedom to join the world of business? How will the companies minimise the role conflict for women executives so that neither their performance nor their loyalty are affected? How can the corporate roles of women managers be effectively performed while addressing their needs of self-esteem and upward mobility? Where merit and performance dictate success and upward mobility, companies must necessarily adopt "women friendly" policies while addressing all these issues.

Corporate social responsibility towards women empowerment can become ray of hope in many ways. Here are some recommended HR Management Practices to Create a "Women-Friendly" Organization

➢ Senior management commitment to gender issues
➢ Career development programs for women
➢ Exposure of women to top management
➢ Leadership development programs for women
➢ Job rotation for women
➢ Recruitment of women at senior-level positions
➢ Regular survey of women to assess job satisfaction
➢ Mentoring programs for women
➢ Child care facilities at work
➢ Corporate should undertake more number of campaigns like DRISHTI and SHAKTI for women empowerment.

The World's Women 2010: Trends and Statistics presents statistics and analysis on the status of women and men in the world, highlighting the current situation and changes over time. Analyses are based mainly on statistics from international and national statistical agencies. The report covers several broad policy areas – population and families, health, education, work, power and decision-making, violence against women, environment and poverty.

The present corporate culture derives from the western perception of business developed during the industrial revolution. There is no problem with the origins of corporate culture other than it means it is essentially western; not modern western but old western where women were still chattels in law. Non-western men and women were somehow not as 'good' as the western white men. These concepts appear today to materialize in corporate culture as a fear-status relationship.