

Goodman
School of Business

Goodman
Group

Brock University



@GSBGoodmanGroup



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Welcome to Business Breathers

GENDER, POWER and POLITICS: Leading in COVID Times

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FEMALE LEADERSHIP DURING COVID: **ARE WOMEN DOING A BETTER JOB THAN MEN?**

- FEMALE LEADERS IN THE MEDIA
- ANGELA MERKEL and JACINDA ARDEN
- RESPONSES TO THE CRISIS - LOCKDOWN, COMMUNICATION, RISK
- FEMININE QUALITIES and LEADERSHIP STYLES



ASSESSING EVIDENCE:

WHAT HAPPENS WHEN WE DIG DEEPER?

- OUTCOMES
- TAKING INTO ACCOUNT DIFFERENCES IN CONTEXT
 - POLITICAL SYSTEM, SOCIAL/CULTURAL NORMS REGARDING GENDER, COLLECTIVIST ORIENTATION
- EARLY PERIOD OF COVID-TIMING
- SMALL SAMPLE SIZE - 194 MALE and 19 FEMALE LEADERS

ARE WOMEN STILL UNDER-REPRESENTED IN PUBLIC INSTITUTIONS?

- RECENT GLOBE AND MAIL SURVEY
- WAGE GAP and POWER GAP
- POLITICAL REALM - LOCAL, NATIONAL and INTERNATIONAL LEVEL
- THE HIGHER THE FEWER

WHY ARE WOMEN UNDER-REPRESENTED IN POLITICAL LEADERSHIP?

- CATCHING UP THEORY
- STRUCTURAL PARTY PRACTISES/ELECTORAL SYSTEMS
- CHILD-CARE RESPONSIBILITIES
- MEDIA COVERAGE (AMPLIFIED WITH SOCIAL MEDIA/TWITTER)
- LEADERSHIP ASSOCIATED WITH MASCULINE QUALITIES/STYLES



WHO CARES? WHY IS IT IMPORTANT TO MAKE CHANGE?

- SIGNIFICANCE OF POLITICAL REALM
- THEORIES JUSTIFYING PARTICIPATION - LIBERAL DEMOCRACY
- PREVENT TYRANNY, SOCIAL JUSTICE, REPRESENTATION, PUBLIC GOOD, INFLUENCE DECISIONS, PROMOTE ONE'S INTERESTS

AMPLIFIED IN COVID

- WOMEN, PARTICULARLY RACIALIZED WOMEN, ARE MORE VULNERABLE TO NEGATIVE AFFECTS OF COVID - CHILDCARE/JOB LOSS/ECONOMIC IMPACT
- DOMESTIC EXPECTATIONS: RESPONSIBILITY FOR CARE OF FAMILY, DEPENDENTS/CHILDREN, THOSE WHO ARE ILL AND OLD
- CRISIS GENERATES NEED AND HOPE



Data Driven Decision Making: Fundamentals

April 20 & 22, 2021
1:00-4:30pm

Register: brocku.ca/goodman-group

Price: \$895 +HST

Brock Alumni and group discount pricing available

Data Driven Decision Making for Effective Marketing

Program Details:

- Online Instructor-Led
- May 4 and 6 (1:00 pm - 4:30 pm)
- Price: \$895 + HST
- 10% early-bird discount till April 5
- Register: brocku.ca/goodman-group

Questions?

- Contact prodev@brocku.ca



Thank you for joining us.

Join us on Wednesday April 14 for
The Power of Teamwork
with Dr. Barry Wright



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