

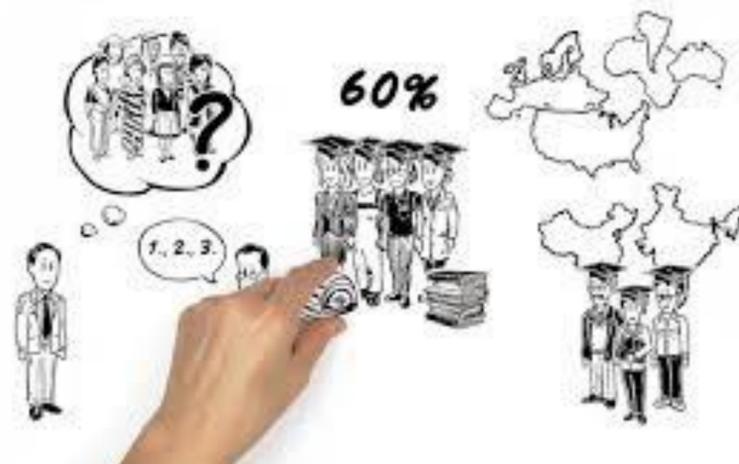
Hello, 1950s? You left your oppressive gender roles in our century. Can you come pick them up?



Low female labour force participation has been one of the main features of the global labour market and women are most times leaked out of the pipeline regardless of promising equal employment opportunity policies. While many scholars have already recognised the need for gender equality, they still have to establish who the true carrier of gender inequality is.

This study explores the cultural beliefs that contribute to gender inequality in the financial sector of Zambia.

Gender and Culture



WORKING CHARACTERS



Gender is the social construction of sex. Culture attributes certain characteristics to each sex such as blue for baby boys and pink for girls. The identification to masculinity or femininity is A PROCESS that is stated at the moment of birth and not in genes.

Key objectives:

1. To investigate and reveal the differences and trends in employment of women in the financial sector in Zambia with their counterparts, the men;
2. To determine the factors that cause the discrepancies.

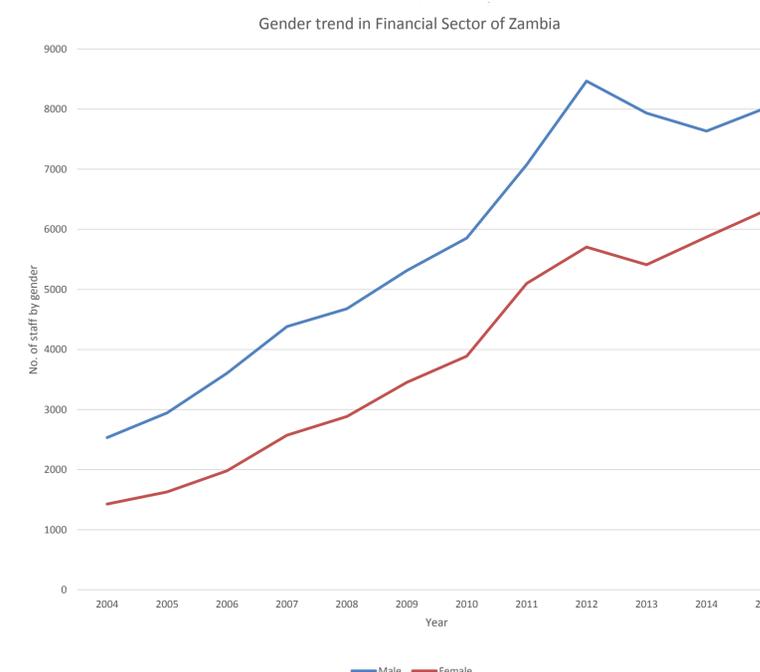
Problem Statement: Despite the Zambian Government's move to improve the gender equity, studies conducted to evaluate the results of the reforms have shown that the gender inequality in Zambia is at 0.752, ranking 124th out of 137 countries.

The study is based on the analysis of representative national datasets. It will further investigate the relationship between cultural norms and employment of women in the financial sector of Zambia.

The research will use Microsoft Excel and SPSS software to analyse the quantitative data and Nvivo software for qualitative data. This is a theory-building ethnographic study. However, methodological principles of demand and supply theory will underpin the analysis.

As human beings, we are products of our environment and culture. These, without realising, greatly shape our values, beliefs and attitudes. In turn, this is reflected in organizations.

Simple random sampling procedures will be used for its high degree of representativeness, target population being men and women in the financial sector



A gender analysis tool based on solidly grounded theoretical and empirical platforms, such as employment and recruitment patterns will be used. Since there has not been any research done concerning women's employment in the financial sector of Zambia, the study bridges the information gap.