

A STUDY ON GENDER DIVERSITY OF IT INDUSTRY IN KERALA WITH SPECIFIC EMPHASIS ON SELECTION PROCESS, PROMOTION AND SELECTION OF TEAMLEADERS

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ABSTRACT:

The purpose of the study was to find out the extend of gender diversity in Information technology sector in the state of Kerala, India in the area of Selection, Promotion, Selection of team leaders in the year 2012. The study helped to understand that there is inequality in all the four areas . The study also explored the reasons for less no of women through a focus group interview of 10 male respondents and 10 female respondents and the findings suggest that there is a significant difference in the reasons given by male and female respondents. According to women respondents, emphasis on family priorities and gender discrimination of recruiter, relocation difficulty, and constraint to work for long hours ,Gender discrimination of Management are the main obstacles they face in their career .According to men's perspective lack of the women's ability to express the KSA during interview, Lack of networking with superiors and constraint to work for long hours and lack of initiativeness, family priorities to take up leadership are the main reasons for fewer women in the organization

KEY WORDS: Gender, diversity, inequality, Information technology, obstacles
