

Gender Discrimination Impact in Retail Sector: A study Focus in Oman

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Abstract - Employees from the whole world face the problem of gender discrimination in FMCG sector. A particular rule is required to overcome this problem, Government should develop the rule to create the equality among everyone. Few days ago, the Universal Declaration of Human Rights (1945) has provided a particular rule for this purpose, due to which there is no discrimination in gender left. Both of the genders will be having equal job opportunities and equal rights in every aspect. There were also too many devotions from the nations related to the rights of both of the genders in the country. Two Genders will be having equal opportunities and rights to distinct national and constitutional laws. The study objective are to focus the gender discrimination in the FMCG sector employees is the most popular issue in Oman, to examine the current Oman's economy and clarify the mentioned problem related to gender discrimination in the retail sector, to identify the differentiation between the two genders and the status of their retail sector in Oman, to study the relation between Gender discrimination in FMCG sector and the job opportunities, decision making and etc. In this study convenient sampling method was used in this study and data collected from 100 respondents.

Keywords: *gender discrimination, retail sector, job opportunities, decision making*

I. INTRODUCTION

Universal Declaration of Human Rights (1945) has provided a particular rule for this purpose, due to which there is no discrimination in gender left. Both of the genders will be having equal job opportunities and equal rights in every aspect. There were also too many devotions from the nations related to the rights of both of the genders in the country. Two Genders will be having equal opportunities and rights to distinct national and constitutional laws. Which will provide a comfortable and acceptable way of life for the two genders, but including the needs of both? The women are still facing the inequality in their rights as compare to men (Datta and Bandyopadhyay, 2004).

Gender discrimination is considered as the result or effect of continuous inequality among women and men in all aspect of life. The degree and proportion of discrimination shows itself in

different countries, cultures, economics, region, politics, and race differently. Gender discrimination is however thought as a major hurdle towards the success progress and it is also considered as a common factor of brutality against female. (Davidson, M. J., and Burke, R.J. 2004). Therefore, the on-going topic of interest among the makers of policies is the Gender equality, these policy makers working on it because it is directly related to maintaining economic

growth and enhancing consistency of the development process. The current affairs for gender equality to lead the development process are created on a very large historical background. Gender problem, or we can say initiating equality between male and female, has been become a same aim for the International Community as long as it had been started in the statement to the Charter of the United Nations (UN) in 1945.

II. RESEARCH AIM AND OBJECTIVES

The major aim of this study is to discuss the country's current problem which is gender discrimination in FMCG sector employees in Oman. There are many significant objectives that we will discuss as the following:

1. To examine the current Oman's economy and clarify the mentioned problem related to gender discrimination in the retail sector.
2. To identify the differentiation between the two genders and the status of their retail sector in Oman.
3. To study the relation between Gender discrimination in FMCG sector and the job opportunities, decision making and etc.
4. To estimate the interrelation between gender discrimination and professional growth for female employees in the workplace in Oman.

- To identify the main differences between the two employee satisfaction and discrimination in FMCG sector.

III. SCOPE OF THE STUDY

The scope of the study is to take the direct knowledge about the gender discrimination in FMCG sector employees, retail sector in Oman. As compared to number of males, the number of females that are employed in Oman is less. Recently, in organisations and industries in Oman females are not given senior positions. They are mostly given departmental management roles (especially in public relations, human resource management, project management and marketing/communication) and in the finance industries and the transport. The data has not been particularly collected to do the research on because this is a descriptive study and hence no statistical approaches are used only relationship analysis and comparison analysis are studied to make are vision clear with respect to our topic. The research makes the rise in academic knowledge on international problems of management and gender. The study also gives the intuitions for government scholars, leaders and educators who helped in leading females for leadership in this area. The gender discrimination between sector employees and different approaches to empower working women and others is studied. Our study includes some theories on discrimination those theories majorly explain the discrimination in retail sectors. Analyzing these theories on discrimination we get to know the difference between different types of Discrimination. The study also includes gender discrimination at a workplace in which we analyze wage discrimination using decomposition technique. As part of gender discrimination we also make our focus on discrimination in decision making, recruitment and promotion etc. The study also determines gendering, work-family conflict to be widespread in self-employment be widespread and industrial and occupational segregation. The study also pointed out that majority of the women in our society facing certain socio-economic discrimination and constraints. Identifying outcomes related to job and gender discriminations between working women of different countries. In our study we discuss some tested hypothesis by authors related to 2 forms of sexual harassment, gender discrimination and gender evaluation (where gender is used as a basis for job-related decisions) and various results related to job. Sexual harassment is one of the major harsh things that may happen in discrimination is also covered in this research. Sexual harassment is thought as a bad or sexual character of employers and employees in swap for promotions at job. So these all were the major areas that will be covered in this research. Oman's retail sectors are facing the same issues of gender discrimination between men and women employees. The study also takes in consideration the main problem within the Oman retail sectors, as larger and larger number of women become part of the retail sectors in Oman. Related

to this, an effort is done to examine the issues and challenges faced by retail sector employee on the basis of gender. It causes them stress and pain who face gender discrimination, which indirectly influences their career. Therefore, an effort is made to study several aspects of employee for instance their working and employment conditions, socio-economic profile, issues at workplace, promotions and their opinions about gender discrimination. The goal of this research is to understand the whole maximum. I prepared a complete methodology of my research that how the research carried out to the completion. The area I have chosen is quite specific that's why it took this much time the scenario of employment that is follows in Oman and the views that female workers have regarding this problem and what are their feelings regarding to their position in respect to their male counterparts. Therefore the scope of the study is limited to just one part of employees i.e. retail sector employees.

IV. REVIEW OF THE LITERATURE

4.1 Becker's 'employer taste' model

The most imperative neoclassical clarification of segregation depends on crafted by Gary Becker and builds up the possibility that a few specialists, managers or customers would prefer not to work or connect with individuals from other racial gatherings or ladies (Becker, 1971). It isn't clarified why this partiality exists, yet basically that there should be a "taste" or inclination for individuals having a place with burdened gatherings and that this taste can be treated similarly that market analysts examine singular inclinations between items what's more, administrations.

Assume a business does not have any desire to employ individuals from a specific gathering despite the fact that these workers are as gainful as others. In the event that the organization needs to pay all specialists a similar compensation, it will just not utilize the individuals from the burdened gathering. Be that as it may, in the event that it is conceivable to pay these workers not exactly those of different gatherings, the organization is liable to remuneration: it can enlist individuals from the impeded gathering with lower pay rates and subsequently increment its gainfulness, or it can separate and utilize just specialists in the gathering with high pay rates, regardless of whether this implies bring down profit. Segregation in the last case, in this manner, forces an expense to the organization (Hyun H. Son, 2007).

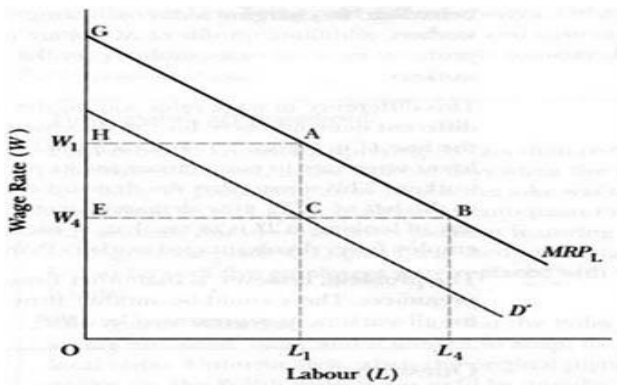


Figure 1

Figure 1 can be utilized to demonstrate what occurs in these conditions. Assume, to improve, that there are no distinctions in efficiency between various gatherings of workers. Since all specialists have a similar dimension of efficiency, the peripheral salary item (MRP) bend that the organization faces is the equivalent, paying little respect to which workers they utilize. This is alluded to as MRPL, the interest for the work bend. In a focused work advertise, an organization will utilize the work power to the point where the wage is equivalent to the result of minimal pay from work (subsequently the MRPL bend is likewise the bend of the organization's work request). In this way, if the pay is W_1 , the organization will utilize L_1 workers. On the off chance that the organization oppresses the individuals from a specific gathering, no specialist in this gathering will be utilized in W_1 . This business will just exercise preferences against them and, if this is a typical practice among organizations, the impeded gathering should confront joblessness.

What might occur if these workers were prepared to work with wages underneath W_1 ? Plainly, this will rely upon the degree to which the organization is eager to separate, since utilizing distraught workers with lower compensation; the organization can lessen its expenses and accordingly increment its benefits. Assume the organization is eager to pay the L_1 workers of the burdened gathering.

The issue, in any case, is that different organizations might not have similar biases. There could be another organization that has a solitary interest bend for all specialists, as spoken to by MRPL.

Despite the fact that we considered just a straightforward variation of Becker's way to deal with segregation in the work advertise, it is adequate to feature the most critical end. That is, separation can hold on just if there are factors that limit the measure of rivalry in the work advertise or in the item showcase. On the off chance that these business sectors are focused, the expansion in the gainfulness of non-prejudicial organizations contrasted with those separating will support non-unfair passage into the market. This will put descending weight on value levels and at last power organizations to victimize greater expenses to surrender business. The level of wastefulness of segregating

organizations is appeared by the way that wage W_4 , organizations utilize separating workers L_1 , while an organization does not utilize segregating L_4 specialists and, thus, deliver more yield. In any case, if there are real section hindrances that make it troublesome for new organizations to enter the market, rivalry won't dissolve segregation.

The model of the "essence of the business" gives that there is separation since bosses would prefer not to contract certain gatherings of specialists and will do as such just if these workers will pay bring down wages than those paid to workers when all is said in done. In this manner, it gives a clarification of wage segregation: similarly beneficial specialists get diverse pay. Different minor departure from this subject suggests separation with respect to employees and clients. The accompanying contextual analysis gives a case of separation seen by the client by Ford Motor Company. (Economics-explains-discrimination)

4.2 Studies related to wage discrimination

Blinder, Alan (1973) broke down the wage differentials for people dark white men utilizing the procedure of deterioration. He evaluated both an auxiliary model and its diminished structures. On account of the wage differential among people, the creator takes note of that around 66% of the distinction were because of segregation in the work showcase, while the other third was because of "separation" in accomplishing endogenous factors, for example, business status and occupation old.

Donald Cox and John Vincent Nye (1989) attempted to examine "Wage separation among people in the nineteenth century in France". Conventional male wage separation measures depend on benefit driven residuals that are institutionalized for perceptible attributes. However, numerous determinants of profitability are imperceptible and the intermediaries that exist for them are regularly hard to translate. Rather than utilizing the benefit work approach, the examination evaluated the generation work, utilizing information from the French material industry statistics of 1839-45 and 1860-65. Albeit most disclosures challenge the possibility of discrimination against paid ladies, they don't preclude different types of separation, for example, word related isolation.

4.3 Studies related to harassment at workplace

Shaffer M.A. et.al (2000) broke down sexual orientation separation and business related results among ladies labourers in the United States and China. In the examination, the creators inspected theories on two types of sex separation, inappropriate behavior and sexual orientation evaluation (the utilization of sex as a standard for business related choices) and different business related results. An example of 583 working ladies was extricated from three topographical districts (United States, terrain China and Hong Kong SAR). Every one of these locales

has distinctive social and social attributes, just as various dimensions of enactment and regard for sexual orientation separation. The outcomes showed that sex segregation was adversely connected with occupation fulfilment and passionate duty and was emphatically connected with rotational aims and life push. In every single geographic district, ladies detailed critical contrasts in all builds. Diverse connections between sexual orientation segregation and business related results have been directed by the topographical locale.

V. ANALYSIS

Through Henry Garrett ranking technique ranked the eight parameters for reason for shifting from one department to another department in the company.

Table 1: Henry Garrett ranking technique for reason for shifting from one department to another department in the company

Sl. No.	Particulars	Total score	Mean score	Rank
1	Better Emoluments	5016	50.16	I
2	More work load	4969	49.69	II
3	Better Opportunities for Vertical growth	4931	49.31	III
4	Long travelling hours	4899	48.99	IV
5	less coordination with colleagues	4669	46.69	V
6	Harassment at work	4580	45.80	VI
7	Personal reasons like marriage	4370	43.70	VII
8	Less coordination with supervisors	4166	41.66	VIII

From the table 1, it is interpreted that reason for shifting from one department to another department in the company for Better Emoluments is ranked first with the Garrett score of 5016 points and mean score is 50.16. More work load, Better Opportunities for Vertical growth and Long travelling hours are awarded the second, third and fourth ranks with the Garrett scores of 4969, 4931 and 4899 points respectively. The fifth, sixth, seventh and eighth ranks are acquired by less coordination with colleagues, Harassment at work, Personal reasons like marriage and less coordination with supervisors are rated with the Garrett scores of 4669,4580,4370 and 4166 respectively.

VI. CONCLUSION

Harassing at work has turned into a regular wonder for representatives of worldwide organizations. Therefore, the work execution and psychological well-being of

representatives have been fundamentally influenced. It was critical for the senior supervisory crew to kill and decrease terrorizing among intercultural representatives. Companies and government should take more responsibility to sort of this problem in working environment.

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