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### Women in Business

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A young woman with long dark hair, wearing a light-colored striped blouse and a dark skirt, stands in the foreground with her arms crossed, smiling warmly at the camera. In the background, a blurred office environment shows other people working at desks near large windows with greenery outside.

# Women in Business

Social Recognition, Prejudices,  
Challenges, and Solutions

Presenter: Xinwen Zhang

# Outline

- Stereotypes
- Prejudices
- Asian Business Women
- Challenges for Business Women
- How to Face Challenges
- Conclusions



# Stereotypes

## Two Instincts:

- Friend or Foe? (Warmth)
- Able or Unable? (Competency)



## Susan Fiske's Stereotype Content Model

- Pride, Pity, Envy, and Scorn

# Competency

High

Low

High



Warmth

Low



alcoholists)



# Prejudices

Universal Across Cultures

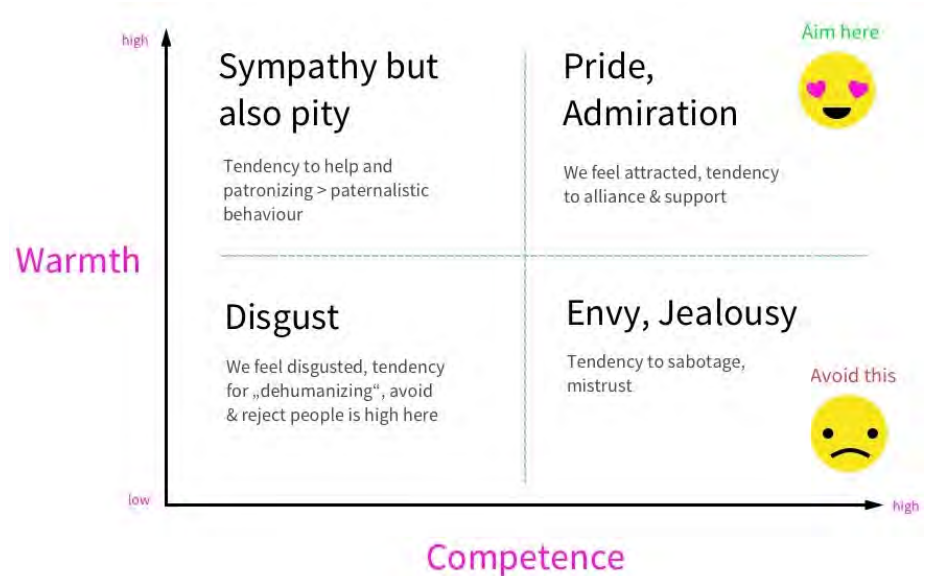
It Happens Subconsciously

Schadenfreude

- Malicious glee

Prejudice Impacts Our Society

- Envy and scorn cause us to drift apart
- Adverse health effects



# Asians, and Asian Business Women

## Competitiveness

- Eastern Asian culture
- Competency and warmth are perceived as negatively related

## Communication Problems

- Cultural difference, language barrier

## Immigrants

- “Job stealers”



# Challenges for Business Women

Gender Biases and Social Pressure

Limited Mentorship Accessibilities

ASA Theory: Business Males Homogeneity

Negligence from Male Colleagues

Imbalance between Work and Family

Biased Self-Perceptions

Women Attack Women

## The Attraction-Selection-Attrition (ASA) Framework



Schneider, B. (1987). *Personnel Psychology*, 40(3), 437-453.



# How to Face Challenges

Balance Theory: Unity Between Businessmen and Businesswomen

Embrace New Changes and Challenges

Set Priorities

Share Housework with Your Partner

Be Emotional Mature

Respect Other Business Women

Asian Business Women: Break the Stereotypical Views and See Their Values



# Conclusion

- Individuals need to be aware of major stereotypes to see colleagues fairly.
- Overcome biased presuppositions by building interpersonal relationships with each other.
- It is essential for business women to acknowledge their dynamic positions and know what to do.
- Hold on to integrity and honesty; Be genuine with each other.
- Hiring Business Women can be beneficial for the company



Three light-colored wooden blocks are arranged in a row on a dark, textured wooden surface. Each block has a black character printed on its front face. The first block on the left shows the letter 'Q', the middle block shows an ampersand '&', and the third block on the right shows the letter 'A'. The background is a blurred wooden surface.

Q

&

A

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