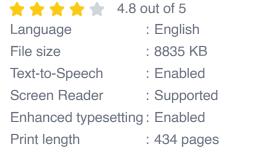
Gendered Identity and Aspiration on the Globalized Shop Floor

The globalized economy has created a complex and dynamic landscape for gendered identity and aspiration. On the one hand, increased opportunities for women in education and employment have led to greater economic empowerment and social status. On the other hand, traditional gender roles and expectations have persisted, shaping women's experiences in the workplace and beyond.

This article explores the intersection of gender and aspiration in the globalized shop floor. We examine how women's identity and aspirations are shaped by their work experiences, as well as by the broader cultural and economic context in which they live.



Made In Egypt: Gendered Identity and Aspiration on the Globalised Shop Floor by Tite Kubo





Women in the Globalized Workforce

Women's participation in the global workforce has grown significantly in recent decades. According to the International Labour Organization, women now make up nearly half of the world's labor force. This increase is due in part to rising levels of education and skills among women, as well as changing social and economic norms.

However, women still face significant barriers in the workplace. They are often paid less than men for the same work, they are underrepresented in leadership positions, and they are more likely to be employed in lowpaying, insecure jobs.

Gendered Identity and Aspiration

Women's experiences in the workplace can have a profound impact on their gendered identity and aspiration. Research has shown that women who work in male-dominated occupations are more likely to embrace masculine traits, such as assertiveness and competitiveness. Conversely, women who work in female-dominated occupations are more likely to embrace feminine traits, such as empathy and cooperation.

Women's aspirations are also shaped by their workplace experiences. Studies have shown that women who work in supportive work environments are more likely to aspire to leadership positions. Conversely, women who work in hostile or discriminatory work environments are more likely to have low aspirations.

The Role of Culture and Society

The broader cultural and economic context in which women live also plays a role in shaping their gendered identity and aspiration. In cultures where traditional gender roles are strongly enforced, women may be less likely to pursue careers outside the home or to aspire to leadership positions.

Economic inequality can also contribute to gender inequality in the workplace. In countries where there is a large gap between the rich and the poor, women are more likely to be employed in low-paying, insecure jobs. This can limit their opportunities for career advancement and reduce their aspirations.

The globalized economy has created a complex and dynamic landscape for gendered identity and aspiration. Women have made significant progress in the workplace, but they still face significant barriers. Their experiences in the workplace, as well as the broader cultural and economic context in which they live, shape their gendered identity and aspiration.

It is important to create supportive work environments and to address the underlying cultural and economic factors that contribute to gender inequality. This will help women to reach their full potential and to contribute to a more just and equitable society.



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