

SEX ROLE ORIENTATION AND CAREER SPECIALIZATION AMONG FEMALES ON MANAGERIAL POSITIONS IN NIGERIA

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ABSTRAK

Sex role attributes and orientation are influenced by societal socialization and tendencies and individuals pick cues related to such as they may with varied intervening variables. In the “think manager-think male” mind set, leaders are viewed as possessing more masculine attributes than feminine ones. Such variables could be level of education, parental background, peer influences, school type influences amongst others. In almost every society sex role attributes is a determinant of many things for individuals and societies. Career choice for many may not be an easy choice to make especially for individuals who may be stereo-typical gender wise. It thus seem probable that there could be influences on gender beliefs and career choices especially where some careers are perceived as masculine and majorly for males or feminine and mainly for females. The present study sought to find out if females holding high positions of authority could be said to be stereotypical or otherwise as regards sex and gender role orientation and how that relates or not to career choice and area of specialization. The difference between the variables were statistically significant.

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PENDAHULUAN

Behavioral orientation and tendencies are important factors in human development and societal development. Psychologists believe that mental fixation and behavioral rigidity can cause frustration especially when one is multi talented and able in a particular endeavor and when choices are to be made, one may find oneself hesitant, pondering if an action, behavior or choice should be made and if such a choice is gender appropriate or inappropriate to one's sex especially if one is female and choosing a career or position that could be regarded as gender inappropriate.

Women's empowerment in general and economic development are closely interrelated (Duflo, 2012). Specifically, authors like Maniyalath and Narendran (2016)

have provided empirical evidence of a relationship between female entrepreneurship and national income. Traditionally, the literature on female entrepreneurship has analysed this issue from the point of view of biological sex, merely measuring and describing differences between men and women entrepreneurs (Zhang et al, 2009; Piacentini, 2013; Shneor & Jenssen, 2014; Robb & Watson, 2010; Kwong et al., 2012). For example, many of them analyse the differences between the types of businesses created and differences in performance indicators (Alas et al., 2015; Dawson & Henley, 2012; Manolova et al., 2012; Marlow & McAdam, 2013).

However, entrepreneurship it is not only an economic event but also a cultural issue. Creating a company is a social behaviour, which also makes and constructs gender (Bruni et al., 2004). New perspectives stand against traditional views on male-female differences and the negative effects of making simple comparisons between business created by men and women (Ahl, 2006). Moreover, it points to the need of an alternative theoretical position in gender entrepreneurship (Henry et al., 2015a). In fact, gender stereotypes influence the preferences and choices of individuals in their career (Cejka & Eagly 1999, Sanchez & Licciardello, 2012; Martin et al, 2015). Some authors have highlighted the importance of gender stereotypes on entrepreneurial behaviour, specifically on entrepreneurial intentions of men and women (Gupta & Bhawe, 2007, Gupta et al., 2008, 2009, 2013; Mueller & Conway Dato-on, 2008, 2013; Ramam, 2014; Fuentes-Fuentes et al. 2015).

Traditionally the research studies exploring the sex role orientation of managers suggest that the good manager is a masculine manager. Masculinity generally defined as objective, logical, assertive and competitive whereas feminine is subjective, sophisticated and spontaneous. Hence the women were supposed to show masculine behaviour at work and their feminine parts to show in the other aspects of the life. Many women were pushed behind in managerial level for not showing masculine behaviour.

The process of sex role orientation describes the ways in which biological gender and associated cultural differentials are incorporated into an individual's self-perception and behaviour. The terms „sexrole“ and „gender role“ can be used as synonyms. Sex role identity refers to one's perception that one is masculine or feminine according to a personal definition of masculinity and femininity. But scholars in a number of disciplines have begun to concern themselves with the concept of psychological androgyny, a term that denotes the integration of feminity and masculinity within a single individual. The term androgyny implies that it is possible for an individual to be both compassionate and

assertive, both expressive and instrumental, both feminine and masculine, depending upon the situation. (Buddhapriya.1998.P.23,24)

The science oriented courses in some gender typed societies could be regarded as inappropriate for females while the arts and humanities could be regarded as more appropriate for females. The same trend may follow for high societal positions, leadership positions and managerial positions. More so if few females are to be found on such positions. When intervening variables do not come into play or have effect, such circle may continue. Such intervening variables could be governmental policies, parental influences, peer influences, social media, or religious influences (Mowaiye Fagbemi, 2017, 2018)

The school, peer groups, mass media, social outlets, the home and parental background of individuals amongst others matters in acquisition of sex role attributes and orientation and subsequent career choice and performance there from, and this seems to have been from time and for most societies across the globe. (Skordas, 1998) This is more so for a poor nation such as Nigeria where female education in many areas and groups still take the back seat and economic power of people dwindles by the day. When choices and sacrifices are to be made in many homes, the girl-child's education falls on the altar of such. (Mowaiye Fagbemi 2020)

This research proposes the following objectives: (1) to determine the existence of gender stereotypes that influence human behaviour and specially in this research context; (2) to assign gender-role orientation to each individual and, finally (3), to analyse the relationship between entrepreneurial intention, sex and gender-role orientation.

However, literate parents value education and strive to see their own female wards get it. And when both parents are educated, the ability to give the best form and quality education and training is there. Even if it is just the knowledge that parents are educated and successful, this could be what gives the needed impetus and gingers to work hard, high performance and the need to do one's best. Such females may also turn out to be gender behaviorally flexible. (Mowaiye Fagbemi, 1995, Mussen et al, 1984).

The present study was undertaken to find out among others the following;

- 1-the level of change there is among the groups under study as regards gender stereo -types
- 2-to find out the interaction between sex role orientation and career specialization.

RESEARCH METHODE

In this section the objectives of the research are addressed, i.e.: (1) to determine the existence of gender stereotypes that influence human behaviour and specially in this research context; (2) to measure gender-role orientation to each individual and, finally (3), to analyse the relationship between entrepreneurial intention, sex and gender-role orientation. The subjects of the study were women holding managerial positions and with not less than the first degree, randomly selected from the public state institutions across the northern and southern Nigeria with some few higher echelon ones within Ilorin ,the state capital, a state regarded as the central state of the country .

An instrument; the sex role achievement orientation instrument designed by the investigator (Mowaiye, 2017,) was made use of for the purpose of knowing the sex role orientation of the respondents. Subjects were further categorized based on responses to the instrument as being androgynous and not traditional as regards sex roles or feminine and traditional.

The respondents indicated on the instrument their level of education and area of specialization. Hypothesis to guide the study was;

Hypothesis :

There will be no significant difference in the sex role orientation of respondents in the arts and humanities based field of specialization when compared to the science based respondents .

RESULTS AND DISSCUSION

Of note is the poor attitude of respondents to filling questionnaires and giving personal details to people they consider as strangers. The status of the respondents did not change significantly from the general attitude of the Nigerian public to questionnaire filling and survey. Thus many did not respond appropriately to the instruments.

Respondents in the arts and humanities based areas of specialization were collapsed together as arts based for the purpose of data analysis. Analysis of variance was performed to find out the level of variance within the two groups of the respondents specialization. And the summary is presented on table 1 and 2.

Table 1. ANOVA for the interaction of sex role orientation (SRO) of subjects and their field of specialization (SP)

Source	DF	SS	MS	F-value	P > F
SRO	1	24496.96	24496.96	152.68	0.0001
SP	1	46.197	46.197	0.29	0.5926
SRO & SP	1	63.68	63.68	0.40	0.5299

Source	DF	SS	MS	F-value	P > F
ERROR	115	18451.80	160.45	-	-
TOTAL	118	43058.64	-	-	-

-Alpha = 0.05

As observed from table 1, the level of variance between the 2 groups under study was not significant. Thus the acceptance of the generated hypothesis.

However, a further analysis using the chi-square analysis was carried out to find out the possibility of any significant difference in the frequency distribution obtained for the two groups of subjects in Science and Arts. The result is as presented on Table 2.

Table 2. Frequency distribution of Arts and Science based respondents according to their sex role orientation .

Grp	Arts	(%)	Science	(%)	Total
A	20	36	35	64	55
F	30	47	34	53	64
Total	50		69		119

Note : A = Androgynous
B = Feminine

From table 2, the obtained Chi-square value of 1.37 which is less than the table value of 3.8 for 11df showed that the difference between the frequency distribution of androgynous and feminine oriented subjects in the Arts and Science based Specialization was not significant. Though there was no significant difference found on the two table analysis, the results were quite revealing. The results confirmed:

- 1) That there was no significant difference in the variance of androgynous and feminine oriented subjects vis a vis their career area of specialization .
- 2) A greater proportion of androgynous oriented respondents were found in the Science based areas of specialization than the Arts based areas and the number almost doubled the androgynous individuals in the Arts specialization. .
- 3) While a high proportion of feminine oriented subjects were found in the Science based areas too.
- 4) The study also revealed a greater number of the subject were feminine in their sex role orientation overall which goes to show that many females holding managerial positions among subjects under study are still sex typed.
- 5) There were more feminine oriented Individuals among the Arts based specialists than the Science based.

Since most males and females work in competitive and challenging careers and at managerial levels, succeeding in such environments requires some behavioral dispositions and flexibility which may be required on occasion demands.

Therefore, it is necessary that females are trained both for the home and the workforce, to equip them maximally. The males also need to be trained for both the family life and the workforce and when this permeates the society, labeling of females in achievement settings will reduce tension that usually arise where there are female heads will reduce in parastatals. Then men can readily accept such headships, and there will be cooperation among men and women in the workforce. Men and women will then learn to complement each other rather than see other as competitors.

Other nations that have been able to move speedily in their national life had to learn this lesson and breakdown social rigidities and constraints, Nigerian can take a clue from these nations for maximization of all its human potentials.

CONCLUSION

The implicit dynamism in gender-role orientations leads to the possibility of changes in workplace views and especially in entrepreneurship as a career option. In this way, it is possible that the general belief that company owners are men may change. Improving female entrepreneur social visibility, who act as 'role models' may increase female entrepreneur intention. Moreover, emphasis on the androgynous entrepreneur traits in forums at different 26 levels of education, in entrepreneur training activities, will certainly increase female entrepreneur intention if they perceive they have positively valued traits for entrepreneurship. Moreover, when we consider only women the fact that there is not a negative relationship between feminine gender-role orientation and entrepreneurial intention leads us to think that enforcing more feminine entrepreneurial stereotypes could help women to identify with this career option

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