

Exploring Women'S Leadership in China'S Sport National Governing Bodies

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Abstract : This research is being conducted to explore women's leadership in China's National Governing Bodies (in order to identify the barriers to women's leadership and provide feasible solutions. Extensive research has been undertaken internationally, which has identified and acknowledged the underrepresentation of women in leadership positions across multiple industries and global contexts. According to these studies, leadership specifically within the sports industry was both historically and is still currently male-dominated. Within China, the underrepresentation of women in leadership positions is also evident, which women only occupy 16% of the leadership in business enterprises and 5.6% in scientific and technological research institutions, yet there is limited research that has looked to examine why this is the case regarding women's leadership in China, especially within in sports industry. Therefore, this research gap drives the purpose, which aims to explore the current situation of women's leadership in sports National Governing Bodies (NGBs) in China. By using both questionnaires and interviews, data from NGBs in China will be collected. This research will achieve the following three goals: 1, determine the representation level of women's leadership in the target organizations. 2, identify barriers to women's leadership and their causes. 3, provide feasible solutions. Based on the multi-level framework, this study develops a "barrier matrix" framework: according to the analysis of the previous literature, it concludes that there are eight main barriers that hinder the development of women's leadership. The research combines qualitative and quantitative analysis, using questionnaires and interviews. Key findings according to the analysis of the primary data collected: 1. The average proportion of female occupational leadership in China's sports NGBs is less than 17.5%. 2. 50.8% of China's sports NGBs have no equal employment opportunity policy. 3. According to the preliminary qualitative analysis of the interviews, it is found that the core barriers affecting women's leadership development are mainly in the following areas: male-dominated culture and gender stereotyping (macro-level), biased organizational policies and procedures (meso-level), work-family conflicts and self-limiting behaviors (micro-level).

Keywords : women leadership, sport management, gender equality, sport leadership, sport NGBs

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